

Quirk eMarketing Course



information | pack

This document details the **Quirk eMarketing Course** presented by Quirk eMarketing and GetSmarter.

Quirk eMarketing, a global Internet marketing agency, in conjunction with GetSmarter, a specialist Online Training Company, are pleased to offer the **Quirk eMarketing Course**.

About the course:

This 8-week part-time practical program is designed to provide students with the skills and confidence to implement their own eMarketing (online marketing) tactics and strategies. The course is presented via Internet-based distance learning and is presented internationally.

The course covers eMarketing strategy, email marketing, online advertising, affiliate marketing, search engine marketing, search engine optimization, Pay Per Click (PPC) advertising, social media, viral marketing, online reputation management, web-based public relations (Web PR), website development and design, online copywriting, customer relationship management, market research, mobile marketing and web analytics.

Who should attend?

This course is suited to marketing professionals in small, medium and large businesses as well as small business owners and entrepreneurs. Anyone involved in the marketing function will benefit from an understanding of eMarketing concepts and how they relate to the marketing of their organisations. Specialist eMarketing professionals will also benefit from broad education on the subject of eMarketing.

About Quirk and GetSmarter:

Quirk is a specialist eMarketing agency with 10 years of experience in providing innovative eMarketing services to the global business community. The *Essential Guide to Online Marketing* is a hugely popular eMarketing textbook written by eMarketing experts at Quirk.

GetSmarter is a specialist Online Training Company that works together with top Universities and industry experts to bring first-class education to working professionals.

Entry requirements:

Students must have a current email account, regular access to and general familiarity with the Internet and mobile phones.

Course contents:

This 8-week part-time course comprises 8 modules. The module outline is included below:

Module 1 Introduction to eMarketing
Module 1 will provide students with an introduction to eMarketing, outlining the basics of what they need to know. It will explain how the various eMarketing tactics covered in the course fit together and provide some basic information on formulating an eMarketing strategy. This module will include a course outline, calendar and explanation of how the course will unfold. The main written assignment (due in the last week of the course) will be issued.
Module 2 Market Research and Website Design and Development
Module 2 will provide a starting point for conducting market research online and eMarketing friendly website design and development. Along with definitions of all the necessary key terms and concepts, it will demonstrate how research and web development are the starting points for holistic eMarketing, with a focus on laying solid foundations for your eMarketing efforts.
Module 3 Customer Relationship Management (CRM), Email Marketing and Mobile Marketing
Module 3 will introduce students to the concept of "eCRM" (online CRM), and the main tools for initiating and consolidating customer relationships - Email and Mobile Marketing. It will provide solid definitions of

all relevant key terms and concepts and an overview of best practices. In addition, it will highlight the advantages of these tactics and the challenges that they present.

Module 4 **Search Engine Marketing**

Module 4 will cover Search Engine Marketing in its entirety, looking at both Search Engine Optimisation and Pay Per Click, highlighting the importance of search to a marketer and introducing the concept of keywords. Students will revisit the foundations of search friendly website structures while exploring the principles of well researched key phrases and the optimisation of content around them. It will introduce the key concepts around links and their importance, examine some emerging trends and outline what not to do when optimising your site.

The section on PPC will explain the principles of Pay Per Click advertising and explain how to plan and set up your own campaign. It will present the pros and cons of PPC and warn students of the challenges that they will face.

Module 5 **Online Advertising and Viral Marketing**

Module 5 will cover two more popular online marketing tactics. The section on online advertising will cover the intentions behind this tactic, the different types of advertising that can be used, common payment methods, emerging technologies as well as the advantages and disadvantages associated with the use of this tactic.

Based on the idea that people trust people like themselves above all others, Viral Marketing has the power to be a phenomenally successful tactic when used correctly. This section will look at how this tactic works, and how to plan a successful campaign.

Module 6 **Social Media, Online Reputation Management and Web PR**

Module 6 will introduce social media outlining how it works and giving insight into the various ways and means of making use of social media. The rules of engagement are highlighted along with the benefits of social media to marketers.

Being part of the conversation around your brand is all very well. Without tracking what people are saying, you aren't able to establish whether what people are saying is positive or negative, which brings us to online reputation management. This section will explain the ins and outs of ORM, as well as providing a step-by-step guide on monitoring and managing your online reputation.

Module 7 **Web Analytics and Conversion Optimization, eMarketing Strategy and Online Legal Issues**

Testing, analysing and optimising your marketing campaign are crucial to its success. Module 7 explains why measurability is so important, as well as examining the key concepts like goals, events and Key Performance Indicators (KPI). We look at common methods for tracking and collecting data as well as various testing strategies. In the final content driven section of the course, we discuss eMarketing strategy, looking at how the Internet has changed the nature of marketing, how eMarketing tactics fit together and how to develop a marketing plan. Finally, we touch on issues around online legalities and how to make sure you stay on the right side of the law.

Module 8 **Study week and Final Exam**

This week will allow time for students to ask questions on all of the course content, as well as giving them time to consolidate what they have learnt.

Course Delivery:

Interaction with students will be via the **GetSmarter Learning Website** and all course notes and guidelines for study will be delivered to students in electronic format (PDF® or MS Word®).

(<http://www.getsmarter.co.za/learning>)

Each module listed above is divided into the following components and is delivered via a user-friendly website:

- course notes
- video lectures
- online discussion forum
- practice multiple choice quiz
- module assignment
- recommended reading

Quirk eMarketing and its network of specialist eMarketers provide academic support to the student group via the discussion forum. Jill Pienaar, the Course Coordinator, provides administrative assistance via email and telephone.

Each week a new module is made available to the student body. At the end of each week, an assignment is completed by the students and marked by the course experts. Assignments are in the form of multiple choice quizzes and written assignments.

Course dates:

Registrations close: Friday 26 February 2010

Course starts: Monday 8 March 2010

Award of the certificate:

Certificates can be awarded only to those students who:

- a) Complete all 7 assignments and the Final Exam
- b) Obtain a combined final mark of 50% or more for the assignments and the Final Exam

Successful students will receive a certificate stating they have successfully completed the *Quirk eMarketing Course*.

Course fee:

R5 900,00 excluding Value Added Tax, which include access to all course material, expert support, video lectures, assignments as well as postage and packaging of a certificate.

Registration and enquiries:

Final date for registration and payment: **26 February 2010**

Should you have any queries, please contact Karin at GetSmarter:

Tel: +27 21 685 4775

Fax: +27 21 685 4883

E-mail: karin@getsmarter.co.za

**REGISTRATION FORM
QUIRK EMARKETING COURSE
MARCH 2010**

Registrations close: 26 February 2010
Final date for payment: 26 February 2010
Course start date: 8 March 2010

How to register:

- complete registration form below and email to karin@getsmarter.co.za
- **or** complete registration form below and fax to +27 21 685 4883
- **or** complete online registration form found at www.getsmarter.co.za

STUDENT DETAILS

SURNAME:

FIRST NAMES (as you wish them to appear on your certificate)

PREFERRED NAME (the name by which you wish to be called during the course)

ID NUMBER: _____ PHONE: _____

MOBILE: _____ FAX: _____

EMAIL: _____

POSTAL ADDRESS: (P.O. Box Preferable)

_____ POSTAL CODE: _____

FIRM OR ORGANISATION NAME:

What is your current job title?

What is your motivation in completing the course?

Where did you hear about this course?

- | | | | |
|--|---------------------------------------|----------------------------------|--|
| <input type="checkbox"/> Google | <input type="checkbox"/> Facebook | <input type="checkbox"/> Twitter | <input type="checkbox"/> GetSmarter Past Student |
| <input type="checkbox"/> Employer | <input type="checkbox"/> Quirk | <input type="checkbox"/> Email | <input type="checkbox"/> Word of Mouth |
| <input type="checkbox"/> Article Source: _____ | <input type="checkbox"/> Other: _____ | | |

FEES AND PAYMENT

- The course fee is **R6 726,00** including Value Added Tax.
- Should 3 or more students register together as a group, they will be entitled to a 10% discount on the course fee, provided this has been arranged with GetSmarter staff.
- A pro forma invoice will be sent to you upon acceptance of this registration form.
- Places are limited and will be awarded on a first-come, first-served basis.

Please indicate if you are registering as part of a group of 3 or more, entitling you to a **10% discount**:

Yes No

If yes, please specify the names of your other group members:

Please indicate if you require a VAT invoice: Yes No

Please indicate invoice details (including VAT number): _____

CANCELLATIONS

- Registrations cancelled in writing before the 26 February 2010 will qualify for a refund of your payment, but you will be liable for a 10% cancellation fee.
- Cancellations after the 26 February 2010 do not qualify for a refund and registered students will be liable for the **full course fee**.

PAYMENT DETAILS

Please indicate how you are paying your course fee: *(mark with an x for both sections)*

Section A

- | | |
|--|--|
| <input type="checkbox"/> Once off payment
EFT, direct deposit or credit card (straight or budget)
• R6 726 on registration or by 26 February 2010 | <input type="checkbox"/> 2 month payment plan
EFT or direct deposit
• R3 500 by 26 February 2010
• R3 500 by 31 March 2010 |
|--|--|

Section B

- | | |
|---|--|
| <input type="checkbox"/> By credit card
(Master, Visa and Diners cards only)

GetSmarter will contact you via telephone to obtain your credit card details. | <input type="checkbox"/> Direct deposit
Account Name: GetSmarter
Bank: Standard Bank
Branch: Claremont
Branch Code: 025109
Account Number: 07 251 0684 |
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Please use your **name and surname** as a reference and then fax proof of payment to +27 21 685 4883

Please note: Quirk eMarketing and GetSmarter reserve the right to cancel the entire course if there is insufficient demand for the course. In this case the relevant students will receive a full refund of the course fees. *******I acknowledge that I have read and accept all the terms and conditions set out in this registration form.**

Signature of applicant

Date