



## GRIFFITH COLLEGE DUBLIN

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### INTERNET MARKETING

This course gives an overview of the impact of internet marketing within the modern enterprise by focusing on the different types of marketing techniques that organisations can utilise which can lead to a positive development of improved organisational performance.

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#### Programme Outline

- Introduction to Internet marketing
- The Internet micro-environment
- The Internet macro-environment
- Internet marketing strategy
- Relationship marketing using the Internet
- Delivering online service quality
- Interactive marketing communications
- Business-to-Consumer Internet Marketing
- Business-to-Business Internet Marketing
- Articles re. Internet Marketing

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**Date:** Monday 14<sup>th</sup> December 2009

**Venue:** Griffith College Dublin

**Duration:** 6:30pm – 9:30pm (3 CPE/CPD Hours)

**Cost:** €140

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#### Presenter – James O'Connor MBA, BBS



James has lectured with G.C.D. for the past 10 years specialising in business related subjects. He currently lectures in Dublin City University (D.C.U.) and has previously lectured with the D.I.T. and V.E.C. He holds an honours M.B.A. from D.C.U.

Prior to going into full-time training, James has worked for 3 separate and distinct multinational companies (American, Japanese and Irish) in various management roles. He is a confident and popular lecturer within the business / academic communities.