Macrosoft

Vzdelávanie s trvalým efektom

DOCUMENT

Course syllabus

CATEGORY

Online marketing

TRAINING FORMAT

In Bratislava or online with a lecturer

PRICE EXCL. VAT

240,00 €

PRICE INCL. VAT

295,20 €

including 23 % VAT

Macrosoft školiace centrum
Aktuálne informácie na Macrosoft.sk

PDF SYLLABUS

Online Marketing - Creating a Marketing Strategy

Clear overview of course topics, training scope and key information.

The course is intended for everyone who wants to be able to orient themselves in online marketing and learn to create a marketing strategy for successful promotion of products and services in the online world.

COURSE CONTENT

01

What Digital Marketing Is

Definition of the term digital marketing What digital marketing includes Position of digital marketing in the marketing mix Benefits of digital marketing Differences between online and offline marketing

02

Creating a Marketing Strategy

Content of a marketing strategy - from mission to vision - brand identity, definition of the current portfolio - products and services, determination of the target group, identification of competition, market research, goal setting, marketing plan, selection of suitable communication channels

03

Discussion and Questions

This document serves as an informational overview of the course syllabus. Current dates, venue and availability are listed at Macrosoft.sk.

https://www.macrosoft.sk/en/courses/online-marketing-basics