**E-Marketing Course Outline**

The following is a general outline of the course content. The actual sequence of topics covered in specific sessions may vary somewhat, depending upon availability of guest speakers (if applicable) and delivery format of the individual instructor.

**Session 1 - Introduction and Basics**

* Introductions & Course Overview
* History Of The Internet
* Who Is Online & What Do They Do Online?
* What Do The Statistics Tell Us?
* How Does The Net Differ From Other Channels?
* Introducing the Online Marketing Toolkit

**Session 2 - Strategy & the Internet**

* Understanding Strategy vs. Tactics
* Corporate vs. Online Strategy
* Comparing Leading Views Of Online Strategy
* Building Your Online Strategy

**Session 3 - Web Site Best Practices**

* Web Site Best Practices
* Navigation & Usability, Design & Presentation, Content, E-commerce
* The Components Of Building, Branding & Maintaining A Successful Site
* The Essential Web Site Checklist

**Session 4 – Social Media, Conversations, Community & Content**

* Web 2.0 Overview
* RSS/XML Feeds, Tagging and Sharing
* Marketing Through Social Media: Blogs, Podcasts, Wikis, Video
* Social Networks, Online Communities & Virtual Worlds
* Conversation & Content Strategy

**Session 5 - Assignment 1 Presentations**

* Teams will present their analysis of two Canadian websites

**Session 6 - Permission & Privacy**

* Why Permission Matters Online
* Legal Aspects

**Session 7 - Getting To the Inbox**

* E-mail Marketing Background & Strategies
* Building Lists & Permission
* Content & Creative
* Retention & Readership - Getting To the Inbox & Getting Read
* Inbox Effectiveness: Deliverability, Testing & Tracking

**Session 8 – Search Marketing**

* The Importance & Power Of Search
* Search Engine Visibility
* Search Engine Marketing – Organic & Paid

**Session 9 - Online Advertising**

* What Is Online Advertising?
* 'Traditional' online ads - Banners, Buttons and Pop-Ups
* Rich Media advertising
* Pricing Models & Delivery Options
* Targeting

**Session 10 - Building Traffic**

* What Is Viral, Buzz Marketing & Word-of-Mouth
* Domain Names & Marketing URLs
* Cross-channel Marketing strategies

**Session 11 – Business Intelligence: Web Analytics & Customer Analysis**

* Using the Net for Business Intelligence
* Understanding Web Analytics & Behavioural Measurement
* Getting Feedback Through Your Site And Through The Web
* Knowing and Helping Your Customers
* Tracking and Analyzing Customer Actions
* Using Database Marketing & One-To-One Tactics In The Online World

**Session 12 - Applying the Online Marketing Toolkit**

* Putting It All Together
* Testing and Optimization
* Building An Online Marketing Plan
* Understanding Metrics That Determine Success

**Session 13: Class Assignment - Building an E-Marketing Plan**

* Teams will present their E-marketing plans to the class

**Session 14: Industry Insider Roundtable**

* Panel Discussion - we will be inviting a group of online industry marketing leaders to discuss both current successes and what they see in the future for online marketing

**Course Instructor**

**Isabelle Quevilly**  
Strategic Planner, CloudRaker

Isabelle received a Master's in Communication and Multimedia. In 2003, she joined interactive agency Duke (Razorfish) as a Web Project Manager where she was responsible for managing web sites and digital campaigns such as McDonald's, Lacoste and PlayStation. In 2004, her entrepreneurial instincts pushed her to pack her bags and move to Montreal to immerse herself in the North American "can do" attitude.

With CloudRaker since 2005, Isabelle works closely with clients to ensure that their marketing and communications objectives are achieved through a careful balance of brand truths and overall marketing objectives.

As a strategic planner she is responsible for identifying key insights that lead to relevant, compelling, and unique campaigns. She works collaboratively with all the various disciplines within the agency (Creative, Technology, UX and Media) to develop digitally driven solutions. Isabelle also leads the social media team at \

Projects she conducted were recognized by the industry several times with 3 Digital Marketing awards, Webbie Award, Canadian Marketing Award, Ted Rogers Innovation Award and Boomerangs.

You can follow her on Twitter: @DigitalPlanner, on CloudRaker's blog: http://bit.ly/biN9uH and access her detailed profile through LinkedIn: http://www.linkedin.com/in/isabellequevilly