



Date of Commencement: 21 July 2011
 Duration: 3 months
 Day: Thursdays
 Time: 7.00pm-9.30pm
 Venue: IACT College
 Registration Fees: RM200 per participant
 Course Fees: RM850 per participant
 HRDF Training Grant: SBL



The changes that Online Advertising has made to the advertising industry would have been beyond belief only a few years ago. Who, for instance is the world's largest agency? Would you believe it's Google? Yes Google! Ad Agencies are rated by their media volume from which they take their profits. Google is now the single largest paid-media service in the world...serving 70% of the world's consumers. It also creates ads or places your own ads. When was the last time an advertiser asked you for your opinion of his ad?

Objectives:

Upon completion of this course, participants will:

- develop an understanding of the truly exciting online innovation happening today in the advertising industry.
- be introduced to the key weapons they will need to survive in an ever more creative and competitive online marketing environment.

Contents:

- The Medium is the Message
- Mega-Marketing Online
- The Online Shopper
- Interactive Selling
- Profiling the Consumer
- Creating for the Medium
- Shaping the Dialogue
- Viral Commercials
- Viral Strategies
- Interactive Advertising
- The Global Mall

Suitable for marketers, advertisers and individuals who wish to learn the new media of online advertising.