



互聯網之市場推廣

Marketing in the Internet



122-149260-01

This course aims to raise the awareness of good marketing practice through the use of a combination of marketing tools such as the Internet so that an organisation has access to customer needs and aspirations. Course Content includes: (1) Why use the Internet for marketing; (2) Marketing and sales plan on the Internet; (3) Targeting consumers; (4) Online communication techniques; (5) Internet marketing techniques; (6) Brand and Interactive advertising; (7) Implementation consideration and techniques; (8) Combination of “on-line” and “off -line” marketing strategy; (9) How to evaluate the effect of Internet Marketing.

Language:	Cantonese (supplemented with English)
Total Hours:	30 hours (10 sessions)
Commencement Date & Time:	July 18, 2012 Wednesday (6:45p.m.-9:45p.m.)
Tuition Fee:	HK\$ 2,550
Place:	Central Learning Centre (Unit A, 1/F, Bank of America Tower, 12 Harcourt Road, Central, Hong Kong)
Telephone:	2209-0222
E-Mail:	scs-ite@cuhk.edu.hk
Application:	Please refer to CUSCS website: www.scs.cuhk.edu.hk



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