

Micro-Credential Programme

INTERNET MARKETING

This programme equips students with fundamentals of internet marketing in business, identifying internet marketing strategy in micro and macro environments and exploring internet marketing channels including, but not limited to, website marketing, email marketing, search-engine optimization (SEO), paid advertising, and social media marketing.

Programme Structure

- Module 1: Introduction to Internet Marketing
- Module 2: Internet Marketing Strategy Development
- Module 3: Essential Internet Marketing Tools
- Module 4: Evaluation of Internet Marketing Strategy

Duration and Fee

Duration : 16 weeks

Fee : RM699

Delivery Mode

- Online Learning

Assessment Mode

- Coursework
- Final Assessment

Offered at

INTI International College Penang

INTAKES: AUGUST**Progression**

Diploma in Business