

## The Diploma in Internet Marketing

### Details

You are about to engage on the netSuccess Professionals experiential learning program. You will be required to study one module per month for 12 months and complete various tasks and activities along the way. You must complete each of these to the satisfaction of your tutor in order to be awarded the **Diploma in Internet Marketing** and be entitled to use the designatory letters **DipIM** after your name, as accredited by the Experiential Learning Centre in the United Kingdom. You will then have the option of continuing your membership with netSuccess Professionals to study some post graduate modules and benefit from continued tutorial support.

The time commitment required is approximately 3-5 hours per week but there is some flexibility in this. If you run into any problems with time commitments or deadlines you should liaise with your tutor who will do everything possible to accommodate your needs.

Our unique program is designed so that you earn while you learn and by the end of your studies to put you in a position to earn a six figure salary as an internet marketing professional. Our immediate aim is to help you neutralize your tuition fee at the earliest possible opportunity and certainly, within the first three months. The first module will guide you through this in more detail but initially your focus will be to introduce other students to the netSuccess Professionals program where you will be paid \$10 per month, per introduction, as long as they remain members of the program. We make it easy for you to do this by giving you a replicated netSuccess Professionals website, identical in every respect to the main website but embedded with your affiliate links - so when just five people have become student members via your website, your tuition fees will be 100% neutral and in time, this will turn into a useful monthly profit as your introductions grow.

However, the netSuccess Professionals study program is much more than simply earning money by recruiting other student members. This is simply a means to an end in order to take the burden of tuition fees out of the equation. Our unique program design means that the early modules are focused on traffic generation and website promotion techniques and you are able to learn about these while promoting your netSuccess Professionals website. In later modules your studies will take you beyond promoting the netSuccess Professionals website and you will find yourself promoting other products and services as an affiliate marketer. Towards the end of the program you will be given the opportunity to develop your own products and services under our guidance so that by the time you have completed your qualification you will already be earning a handsome online income.

Once qualified as an internet marketing professional, you will have a number of options available to you, all of which have the capacity to earn you a significant six figure salary. The focus of our optional post graduate modules is to support you through the process of achieving your goals - including how to land an internet marketing job with a blue chip

company, build a corporate client base as an independent internet marketing professional and/or become a netSuccess Professionals tutor.

All of our tutors are practicing internet marketing professionals and experts in their field. You will be assigned a personal tutor for the duration of your studies and if you are not 100% satisfied you can request a change of tutor, although this has never been necessary so far. As you know, we also offer a risk free trial of the first module. If you subscribe as a student member, follow the guidance within the module and are not 100% satisfied, you can cancel your student subscription and receive a 100% refund. If at anytime during your studies you decide that you no longer wish to continue, for whatever reason, you can cancel your student subscription and leave the program.

An overview of the 12 diploma modules you will study are shown below and remember, this program is 100% experiential and you will be earning while you are learning.

**Trimester 1: Promotional Strategies and Techniques**

*Module 1 - Free Traffic Generation*

*Module 2 - How To Create Great Landing Pages*

*Module 3 - Affiliate Marketing*

*Module 4 - Pay-Per-Click Advertising*

**Trimester 2: Search Engine Strategies and Techniques**

*Module 5 - Search Engine Optimization and Submission*

*Module 6 - Link Building and Page Rank Strategies*

*Module 7 - Articles, Announcements and Press Releases*

*Module 8 - Professional Blogging*

**Trimester 3: Program Design and Implementation**

*Module 9 - Market Segmentation and Research*

*Module 10 - Website and Program Development*

*Module 11 - Viral and Professional Email Marketing*

*Module 12 - Launch Strategies*