



Internet Marketing Fundamentals

SEHG-SM-8299 · Business · approx. 10 min seat time · English · 100% online, self-paced

Accreditation & industry alignments: none verified on record — institutional accreditor mapping pending

COURSE DESCRIPTION

Sales & Marketing course covering internet marketing fundamentals. Self-paced lessons with applied exercises.

WHO THIS COURSE IS FOR

Working professionals, team leads, and career-changers who want practical, job-ready Business skills — no prior coursework required. Teams and organizations can enroll groups for consistent, measurable upskilling.

WHAT'S INCLUDED

- 1 clock hour(s) of self-paced online learning
- 12 course modules
- 10 instructional videos — 10 minutes of total video runtime
- This syllabus (PDF), downloadable for reference
- Official SEHG Certificate of Completion upon finishing the course
- Language editions: English · Español

Delivered 100% online and self-paced in the SEHG learning platform. This section lists the materials currently delivered for this course.

MODULE MAP

- **Module 1 — Introduction**
 - Course Objectives
- **Module 2 — SWOT Analysis in Marketing**
 - Strength
 - Weaknesses
 - Opportunities
 - Threats
- **Module 3 — Marketing Research**
 - Consume All Media
 - Find the Right Price
 - Product Development and Improvement
 - Identify Your Target Audience
- **Module 4 — Real Time Marketing**
 - Dynamic Content
 - Engagement Builds Followers
 - Constant Readiness
 - The Time, the Place, the Media
- **Module 5 — Brand Management**
 - Every Interaction Counts
 - Consistent Through all Media

- Unique Qualities
- Needs to be Actively Managed
- **Module 6 — Social Media (I)**
 - You Are Building a Community
 - A Personal Touch
 - Brand Champions
 - Make it Easy to Share
- **Module 7 — Social Media (II)**
 - Content is King
 - Blog and Interact
 - Webinars
 - Constant Monitoring
- **Module 8 — SEO Basics**
 - Relevant and Original Content
 - Keywords
 - Value Proposition
 - Linking
- **Module 9 — Website Characteristics**
 - SEO Optimization
 - Landing Page
 - Analytics
 - Mobile and Tablet Friendly
- **Module 10 — Capturing Leads**
 - Lead Management and Generation
 - Give Something Away
 - Quality vs. Quantity
 - Capture Repeat Customers
- **Module 11 — Campaign Characteristics**
 - Tailored for Your Audience
 - Use Powerful Words
 - The 4 W's of a Campaign
 - Monitor and Tweak
- **Module 12 — Assessment**

COMPLETION & CERTIFICATION

Completion-based: a certificate of completion is issued after all course videos have been viewed.
The certificate of completion is non-credit. This course does not currently carry academic credit or CEUs.

OFFICIAL SEHG CERTIFICATE

Graduates receive the official Synergy University Education Certificate of Completion — issued by the Office of the Registrar with a unique credential ID, shareable to LinkedIn and verifiable online.

Every certificate carries a unique credential ID — verify at:

SynergyEducation.AI/verify

SUPPORT, ACCESS & POLICIES

- Support: CEO@SynergyEducation.AI
- Accessibility: ADA/WCAG 2.1 AA-first delivery; accommodations available on request.
- Academic integrity and refund policies: per SEHG student handbook.

Enroll Today

Tuition per learner (Essentials tier) — enroll online with the course code below.

\$49 · SEHG-SM-8299 · SynergyEducation.AI

Also available: instructor-led workshop kits for teams — in-person training agendas, playbooks, and facilitator materials built on this course. Contact CEO@SynergyEducation.AI.