



## Center for Professional Development

### Internet Marketing Certification – Level 1

Edison State College has partnered with eBusiness Expert Erik Stafford to bring you "Internet Marketing Certification, Level 1" for the very first time here in Ft Myers, Florida.

Earn your Edison "Internet Marketing Level 1" Certificate in 6 weeks with this unique course. Internet Marketing consultants can command rates of \$50-\$250 per hour and these skills can also be applied to create your online business.

During this course you will work with Erik to create your own, digital product and live functioning website, so that you can begin to generate income on the internet.

In your training you will learn:

- The basics of Marketing Online
- How to research and discover online "profit centers"
- How to define a smart business model to reach your target market
- Affiliate Marketing tactics
- Permission-based Email Marketing (List Building) strategies
- Website creation
- Product creation
- Outsourcing content creation, website design, programming and more
- Lead generation and traffic strategies

**Dates:** January 14th, January 21st, January 28th, February 4th, February 11<sup>th</sup>, February 18th

**Times:** 6:00 - 8:00pm, Wednesdays for six weeks

**Location:** Edison College, Lee Campus, room to be announced

**Cost:** \$1695. This includes all course materials and access to Erik's Faster Webmaster and Faster Traffic Master online training programs. (Total value: \$377). You will need an additional estimated \$150-\$300 dollars to purchase your necessary website graphics, Domain Names, Hosting, etc. etc.

**Seats are limited, so register today!**  
**Advance registration and payment is required**  
**For registration form and information, call 239-489-9235**  
email [celee@edison.edu](mailto:celee@edison.edu)