

Rider University College of Business Administration
Executive Center for Education & Development (EXCEED)

One-Day In-Person Seminar

Exploring Effective Online Marketing



Wednesday
June 16, 2010
8:30 am – 3:30 pm

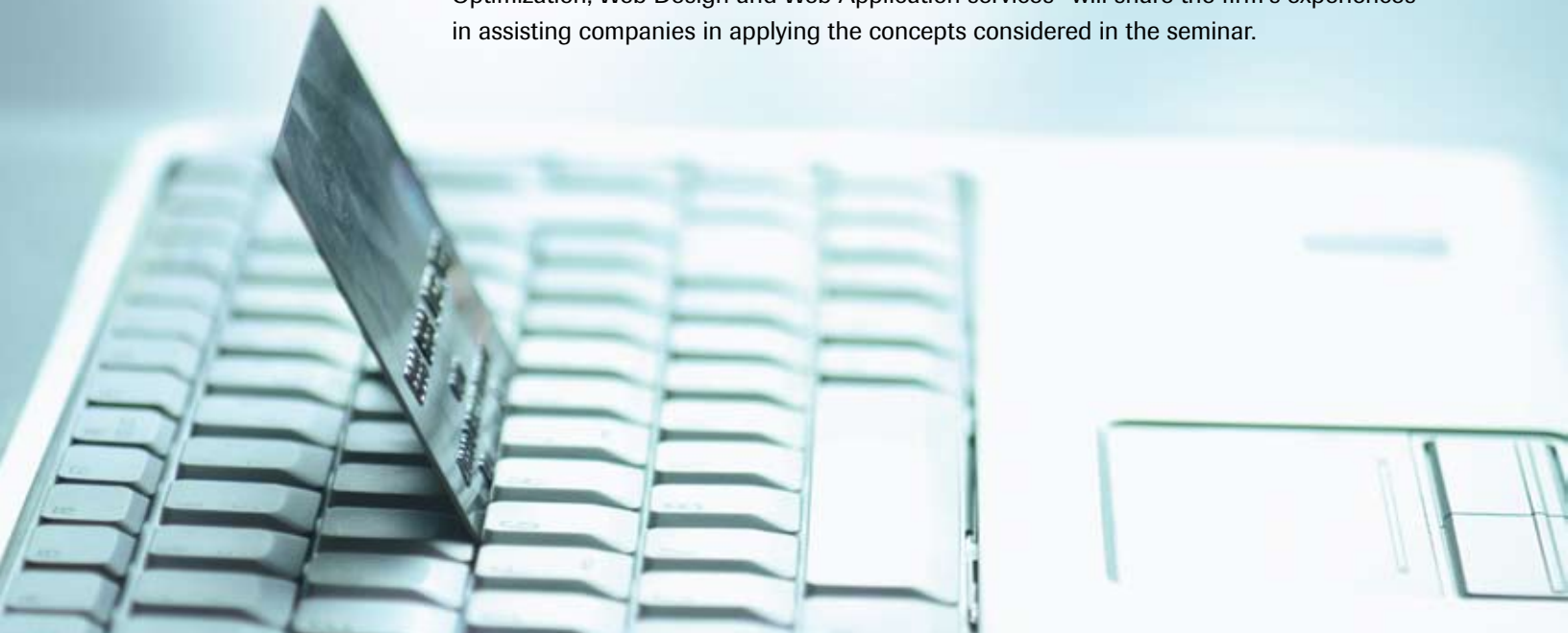
Seminar Location:
Seminar Room of the Student
Recreation Center
[SRC—second floor above Starbucks]
Rider University
2083 Lawrenceville Road
Lawrenceville, NJ 08648

Target Audience:
Managers, supervisors, executives
and business owners with interest in
online marketing

Seminar Description

With 1 billion users worldwide, business leaders recognize that the Internet user base is one of the largest (and growing) economic entities in the world. This one-day EXCEED seminar explores the discipline of Internet marketing, including practices of leading online marketing companies and state of the art online research, and demonstrates how the Internet is creating value for customers and profits for businesses while also fitting into a firm's complete marketing strategy. Effective online marketing utilizes a variety of skills, some closely related to traditional marketing and some that require new abilities and new training. A key goal of this seminar is to provide a strategic and tactical toolkit for the online marketer based on an understanding of how and why the Internet is changing traditional marketing. The participant will begin to develop the skills, strategies and tactics crucial to creating successful Internet marketing plans.

Mr. Nick Chasinov, Managing Director of Teknicks—a leader in providing Search Engine Optimization, Web Design and Web Application services—will share the firm's experiences in assisting companies in applying the concepts considered in the seminar.



Registration Fee: \$495 per participant

(discounts available for Rider alumni and current graduate students; contact EXCEED at exceed@rider.edu.)

Space limited to 25 participants.

Visa, Mastercard, American Express and checks made payable to Rider University CBA accepted.

Registration form is available at
www.rider.edu/exceed

Mail registration to:

EXCEED
College of Business Administration
Rider University
2083 Lawrenceville Road
Lawrenceville, NJ 08648

Fax registration to:

609-896-5255
Attn.: Diana Cook, EXCEED

Email registration to:

exceed@rider.edu

Seminar Agenda

Presentation/Topic	Estimated Time
The Future of Online Marketing Overview	15 minutes
Rethinking Marketing: Inbound Marketing to Grow Your Business	30 minutes
What is a Brand? (foundation for online marketing)	15 minutes
Social Media Marketing – Fad or Reality? Overview of social media marketing	20 minutes
Executive guest speaker: real-world connection Segment #1 Topic: Online advertising examples (successes)	30 minutes
Break	15 minutes
The Business Benefits of Inbound Strategic Tools:	
<i>Twitter</i> – building online relationships	20 minutes
<i>Facebook</i> – leveraging the world's most popular social network	20 minutes
<i>LinkedIn, Blogs and Podcasts</i>	20 minutes
Email Marketing	20 minutes
Lunch	
How to use Facebook for Business	20 minutes
The Power of Search Engine Marketing	30 minutes
Zune vs iPod	25 minutes
■ 4P Exercise Assume role of Internet marketing consultant. Team makes recommendations to client Microsoft to compete with Apple.	
Break	15 minutes
Executive guest speaker: real-world connection Segment #2 Topic: Search marketing examples (successes)	30 minutes
The Digital Marketing Ecosystem Advantage The new marketing dashboard: marketing hub, online experience, content development & management, Web analytics	30 minutes

Executive Center for Education and Development (EXCEED)

Rider University's College of Business Administration Executive Center for Education and Development (EXCEED) assists organizations in investing in their employees through customized professional development seminars and a variety of other consulting services. EXCEED learning opportunities use a group approach to maximize interaction among participants and to maintain a sense of teamwork and cohesiveness. In all situations, attendees explore, expand and refocus awareness in areas of motivation, learning, communication, perception and problem solving, resulting in knowledge gains that are highly transferable to the workplace.

Seminar Facilitator

Mark Burgess, Visiting Instructor of Interactive Marketing



As Visiting Instructor of Interactive Marketing for Rider University, Mark strongly believes in the integration of traditional and digital marketing and the use of interactive marketing and social media to achieve business results.

His previous experience includes roles in strategic marketing management, branding and communications, web site strategy, interactive marketing, SEO/SEM, new product development and social media marketing. Mark has been an interactive marketing advocate at small, medium and large firms including two large ad agencies. His experience includes Director of the Global Web for the management consulting division of PricewaterhouseCoopers, Director of Interactive Marketing at AT&T, Director of Marketing Communications at UCCnet and Vice President at McCann-Erickson and Ketchum Communications, managing B2B and B2C accounts including: L’Oreal, Heinz, Sears, Rubbermaid, Mellon Bank and PNC Corp.

Mark holds an executive MBA from Fairleigh Dickinson University and B.A. from the University of Pittsburgh. He is a past winner of two Effie Awards for marketing excellence. At UCCnet, Mark was recognized by Forbes, winning the “Best of Web” award for top B2B web sites. He is a member of the Marketing Executives Networking Group in New York and the American Marketing Association. Recently, Mark was recognized as reaching the Top 50 Professors on Twitter.



External Recognition

Rider’s academic programs are consistently recognized for their quality and excellence.

- *Princeton Review* selected Rider’s College of Business Administration among its “**301 Best Business Schools**”
- *Princeton Review* also recognized Rider University among its “**Best 371 Colleges & Universities**”
- *U.S. News & World Report* ranks Rider **#30 among all top-tier universities** in the northern United States
- Rider is fully accredited by the Middle States Commission on Higher Education



The Highest Accreditation Possible

Rider is one of select business schools to hold dual accreditation for its business and accounting programs from the prestigious AACSB International (The Association to Advance Collegiate Schools of Business). Fewer than 5 percent of the world’s business schools meet AACSB’s rigorous and exacting accreditation criteria – making it the “gold standard” for quality business education.

Registration Form

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Executive Center for Education & Development (EXCEED)

One-Day In-Person Seminar: Exploring Effective Online Marketing

Wednesday, June 16, 2010 8:30 am – 3:30 pm, Rider University, Lawrenceville, NJ

Program fee \$495 • Fee is payable in advance • Early Registration Discount

Participant Information (provide only information not available on your business card)

Name	<input type="checkbox"/> Mr.	<input type="checkbox"/> Mrs.	<input type="checkbox"/> Ms.	<input type="checkbox"/> Miss	Title
Company					
Address					
City	State	Zip Code	Country		
Phone	Fax				
Email	Company Web site				

Billing Information (if different from above)

Name	<input type="checkbox"/> Mr.	<input type="checkbox"/> Mrs.	<input type="checkbox"/> Ms.	<input type="checkbox"/> Miss	Title
Company					
Address					
City	State	Zip Code	Country		
Phone	Fax				
Email	Company Web site				

Please attach your business card here

Payment Option

- Check payable to Rider University CBA is enclosed in the amount of _____.
- Please bill me. (Options include check and credit card.)

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