

Web Marketing

Professional Business Courses

About

Does the world of social media baffle you? Should you market your products through Facebook or Twitter, or both!? Would you like to learn the best web marketing strategy for your organisation?

Whether you are looking to fill a gap in your digital marketing knowledge, or to transfer your marketing experience to the web, this course is right for you.

Project Manage your business's web touch-points including online shopping development and promotion. Identify your needs and find the right hosting and web technology to fulfill them. Promote your website and create intelligent focused web marketing campaigns. This course also offers insight into the evaluation processes and long-term planning of online and integrated campaigns.

Areas covered in the course include SEO and usability, social media marketing, affiliate marketing and pay per click campaigns.

Course Delivery: Lectures & hands on practice.

Course Mode: Part Time

Course Duration: 9 weeks

Course Requirements: Knowledge of marketing principles and web basics would be an asset.

Course Assessment: Practical exam

Course Award: STC Certification Awarded

Start Date: 12th May 2018

End Start: 23rd June 2018

Price

Full Price: EUR 415

Book 2 months in advance automatically get a **5% discount** on course price

FAQS

Which course should I follow?

It all depends on your interests and previous qualifications and experience, however, we understand that with so many choices available it is difficult to choose! Before enrolling on a course we always recommend a one to one meeting with one of our representatives who can guide you towards the most suitable course for you. e-mail us on info@stcmalta.com or call on 21453200.

What are the entry requirements for STC Higher Education courses?

Entry Requirements vary according to course. Application forms are vetted carefully and applicants are informed whether they have been accepted within one week where possible. Below you will find some general guidelines:

Degree Pathway

The ICCS qualification or a minimum of 6 O'levels to enroll on the IDCS. To start the BSc 2nd year students must have successfully completed the IDCS or an equivalent qualification. Only students who complete all BSc 2nd year modules can move on to the final year of the Middlesex University BSc.

Short Courses

Since short courses are normally beginners courses most do not have specific entry requirements. With regards to the programming short courses a basic understanding of this field is recommended. A good level of English is essential.

IT Professional Courses

Entry requirements for these courses depend on the course in question. Normally those who apply for such courses have a number of years of work experience within management or IT.

If you do not have the necessary requirement we also provide you with foundation courses that will provide you with the entry requirement for your diplomas.

When can I apply for a course and when are the closing applications?

Applications are open year round and normally close 2 months in advance of course commencement for degree courses and one month in advance for other courses. Some of our courses fill up fast and have waiting lists; we therefore, suggest that you apply as early as possible to avoid disappointment.

When is the course commencement date?

The ICCS, DC, BSc 2nd year and BSc final year start in October. While the MSc starts in January. Short courses normally start every January and June. IT Professional Courses normally run 3-4 times a year. Extra courses might be organised during the year, depending on applications, so if you are raring to go send us an e-mail and we'll tell you if you are in luck!! Check the [STC Calendar](#) for the exact starting date.

I want to join the degree programme but I will be unavailable for an extensive period of time during my studies?

The education programmes we offer are extremely flexible and modular in form. This means that generally speaking students can plan their own study time. If there is a particular event in your life, which requires a period of time where you will have to be absent from classes, talk to us (ideally much in advance!) and we will be able to guide you! In case, of unexpected circumstances students are able to apply for an extension which will then need to be approved.

How are STC Higher Education Courses assessed?

STC Higher Education courses are assessed through a variety of forms. These include; exams, assignments, individual projects, group projects and dissertations.

When are exams held?

Degree pathway course exams are held at the end of each respective module and exams for IT professional courses and short courses are normally held at the end of the course. Not all courses are assessed through exams.

What if I fail my exam?

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What deposit should I pay upon application?

For short courses deposits usually amount to €50.00. With regards to all other courses a 10% deposit of the full course fee is required.

How can I settle course fees?

Individuals can settle their fees in person at our front office, by writing out a cheque to STC Higher Education. Our opening hours are Monday to Friday between 8.00 - 21:00 and Saturday between 8.00 - 12:00.

Are there any schemes and grants which offer financial help with course fees?

Yes, there are various schemes and grants available to students and most of our courses are eligible for refund. [Click here](#) for more details regarding such schemes.

What are your opening hours?

Our opening hours are Monday to Friday between 8.00 - 21:00 and Saturday between 8.00 - 12:00. We are closed on Sundays and Public Holidays.

Do you have a dress code?

STC Higher Education full time students following any of the degree pathway courses have a smart dress code - shirt, trousers and tie for the males and similarly formal clothes for females. No running shoes and jeans are allowed. Part time students attending classes in the evening have a smart casual dress code.