

The logo for InnoBullz features the word "inno" in a blue, italicized sans-serif font, followed by a stylized red bull head icon, and then "BULLZ" in a bold, red, italicized sans-serif font.

KNOWLEDGESOLUTIONS

PIONEERS IN HIGH KNOWLEDGE DOMAINS

**Online Marketing Distance
Learning Program**

About Innobuzz Knowledge Solutions

Innobuzz is headquartered at **Delhi, India** with strong presence in **Australia, United State of America and Canada**, apart from many other countries. The main activity of Innobuzz is providing training in **Information Security**, which is delivered to its audience **all over the world** via Computer **Based Training Courses, Onsite Training Programs** and Company Owned **learning centers**.



Pioneers in High Knowledge Domains

Apart from **Online Marketing**, we have been actively involved in training and implementation in many other **High Knowledge Domains**. Some of them are:

- PHP/MySQL
- Ruby-on-Rails
- Information Security
- Technical and Fundamental Analysis of Stock Markets

Our Aim

Online Marketing is still a less explored field in the Indian technical domains. We aim to impart **practical knowledge** in Online Marketing to the budding technical workforce of the country. Internet Marketing is the need of the day, and people having such skills are very much in demand. We aim to bridge the gap between the demand and supply of Online Marketing professionals.

Active Participation in Various Initiations

We have also has been supporting and actively participating various **National Level Internet Marketing Seminars and Summits** such as **EliteX 2008** organized by Department of Information Technology (Govt. of India), **OMCAR** (India's First Online Marketing Career Conference), **TiE India Online Marketing Summit**, 2 Day **National Seminar on Online Marketing** at IIT Delhi etc.

Industry Tie-Ups

We have strong linkages with the industry. Being partners with organizations like **Microsoft Corporation, IBM, HP** and **Symantec**, we have conducted training programs in many big corporate houses of India. Innobuzz has been **training and certifying** experts in **OM** with its **Certified Online Marketing Professional (COMP) certification**. In the short span of less than two years, we have catered to over **5500 students in OM Training alone**.

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Our Clients

We have provided our services to some of the best colleges in the India. Included in our Client list are names such as **IIT Delhi, Delhi College of Engineering, St. Stephens College, Faculty of Management Science, Ambedkar Institute of Technology, Modern School Barakhamba, Delhi Public School** etc.

Some of Our Corporate Clients are **DLF India, IBM, Spice Jet, Computer Society of India, Colt Telecom, Fidelity Investments, Arya Ventures, Dewsoft, L&T, Godrej, FICCI, Govt. Of India** and many more.

Achievements

- ∴ Trained more than 12,000 Students globally.
- ∴ Presence in more than 20 Countries via our Distance Learning Programs.
- ∴ Having Centers Across India including cities such as **Delhi, Mumbai, Pune & Hyderabad**.
- ∴ Made Clients including **Government of India, FICCI, Colt Telecom, Fidelity Investments, DLF, IBM, Microsoft**, etc.
- ∴ Conducted Training Programs for **IIT Bombay, IIT Delhi, IIT Kharagpur, NIT Trichy, BITS Pilani, BITS Goa, FMS Delhi, Delhi College of Engineering, St. Stephens College**, etc.

Course Description

COMP (**Certified Online Marketing Professional**) certification is one of the most recognized Indian certification in the field of Online Marketing. The Program covers all aspects of online and internet marketing, enabling one to become an Online Marketing/ Internet Marketing Professional.

The course is designed for people who have basic knowledge of computers & have the desire to learn everything about Online Marketing. This course teaches you how to sell your product online and use the enormous power of the Internet to market your product. In this course, details regarding the basic as well as advance levels of Online Marketing will be explained along with knowledge of the Internet, Website Designing and Graphics Designing. Some Details about networking will also be covered. As a whole, after doing this course you can sell your product online even as a one-man team without the help of any technical person since all the technical knowledge required in even building websites is also provided in the course.

Prerequisites

Basic Knowledge of using computers and the Internet.

Course Highlights

- The premier certification in **Online Marketing**.
- Created by leading industry professionals with proven track records.
- Clients of Innobuzz include FICCI, Fidelity Investments, Royal Bank of Scotland, etc.
- Partners of Innobuzz include Microsoft, IBM, AVG, Symantec and many more!
- Hands on course with maximum tools covered including **Live demonstrations**.
- Industry endorsed Course, **Training methodology** and Certification.

Details of Online Marketing Training DVD

This Training Program contains videos, presentations, demos and case studies in GUI based environment. You can use these DVD to learn Online Marketing right from your home and start a career in it.

- . **Content featuring instructor-led classroom sessions with full audio, video and demonstration**
- . **Printable courseware**
- . **Step-by-step hands-on-labs**
- . **Focused on practical solutions to real-world development problems**
- . **Proven technique- Actual Working Secrets Review**

Course Features



Main Menu

Move through hours of in-depth content - quickly and easily due to the efficient and organized structure



PowerPoint

Utilizing PowerPoint presentations enhances the delivery by displaying a variety of visual information to the user. This type of representation allows the user to better interpret the material through charts, definitions, graphs, and more...



Controls

Move forward, back, and repeat entire topics or just a section. A progress bar illuminates as you advance through exercises.



Full Motion Video

All courses feature full-motion videos of instructors teaching the information as if they are speaking directly to you. Our unique delivery simulates a one-on-one classroom environment creating a more personal lesson and learning experience.



Study Guides

Printable study guides for the entire course are available. This allows all material to be viewed, reviewed, and printed for viewing at a later date.



Review Exercises

Each section has a review quiz to aid in the learning process by validating the comprehension of the material covered before moving on to a new section.



Resume

All courses are resumed to where you left off last session allowing you to learn when it is convenient for you without the hassle of remembering where you where.



Live Demonstrations

Demonstrations are a way for the instructor to show and tell the user how to perform a task by actually doing it on screen in front of them. In this format it gives the user the power to see things done by a professional in the intended environment as many times as they would like.



Labs

This course features cutting-edge, interactive labs, which provide a hands-on learning experience. This environment allows you to interact with the software with out the need for purchasing it.

Course Module

COMP:

PART I - Basics of Internet & Networking

PART II – Web site Designing and HTML

PART III - Graphic Designing

PART IV – Payment Gateways

PART V – Online Marketing Scenario

PART VI – Search Engines

PART VII – Search Engine Optimization (SEO)

PART VIII – Pay Per Click Marketing

PART IX – Link Building, Directory Listing, Online Forums

PART X – Email Marketing

PART XI – Social Networking Sites and Marketing
PART XII – Support System for your Products
PART XIII – Trade Portals and Marketing
PART XIV – CRM System Management & Marketing
PART XV – Final Revision of Concepts

Summary

The distance learning kit is a self-paced course, i.e. it does not have a set time frame for its completion, however the recommended duration is 1 month after which one can give the online examination leading to COMP Certification.

The kit comprises of a DVD, which contains video recordings of training, screen casts, tools, software, e-book and sample paper as explained above. Along with the DVD, a hard copy of the book is sent.

Price

Price: Rs.9000 (Inclusive of Services Tax, Examination Fee & Delivery Charges)
No Hidden Charges.

Payment Option

The payment mode can be Demand Draft, Cheque and direct money transfer in our Bank Account.

- Demand Draft/Cheque

Please make a Cheque/D.D. in favor of “Innobuzz” and send it to:
Innobuzz Knowledge Solutions,
10 PVR Plaza, Connaught Circus,
New Delhi – 110001

- Bank Transfer/Account Deposit

You can deposit money directly in our bank account. Here are the Bank Account Details:
Bank Name : State Bank of India
Account Name : Innobuzz
Account Number : 31114504635

- PayPal/Credit Card

Please visit www.innobuzz.in/payment.html to make an online payment via Credit Card or PayPal.

Note: After making the payment, please send an email to distance@innobuzz.in with your complete contact details as well as the transaction details.