

Institute for Innovation and Creativity

Innovation Creativity Culture Critical Thought



eMarketing Associate (CeMA) Certification Program -- Level one *a course for ACS Athens Academy students (and interested faculty and staff)*

Have you considered starting your own on-line business? Are you interested in the fields of advertising and marketing? Are you looking for a course of study that will provide you with practical job training as well as enhance your college admissions profile?

The Certified eMarketing Associate (CeMA) program's goal is to certify individuals as competent and capable of performing e-marketing functions utilizing current technological processes and established Internet marketing techniques.

Course content:

- I. INFRASTRUCTURE
- II. ROUTING AND CONNECTIVITY
- III. BANDWIDTH
- V. SERVERS AND STORAGE
- VI. WEB PAGE TECHNICAL BASICS
- VI. HARDWARE AND APPLICATIONS FOR E-MARKETING
- VII. E-MARKETING BASICS
- VIII. WEBSITE DESIGN FOR E-MARKETING
- IX. SEARCH ENGINES AND DIRECTORIES
- X. E-MAIL MARKETING
- XII. LEGAL AND ETHICAL ISSUES OF E-MARKETING
- XII. E-COMMERCE ISSUES
- XIII. AFFILIATE MARKETING
- XIV. BANNER ADVERTISING

Following this program students will be eligible to sit for the eMarketing Associate (CeMA) Certification Level one exam (at a date to be determined).

Dates: March 22, 28; April 5, 12; May 2, 9, 16, 23, 30; June 6

Meeting time: 4:00 – 7:00 p.m.

The course is offered free of charge to ACS Athens students, faculty and staff. (Students who sit for the examination will be responsible for the exam registration costs.)

Instructor: Spiros A. Gianiotis

Upon coming to Greece from the USA, Mr. Gianiotis completed his high school education at **ACS Athens** and continued his studies at Athens University, earning a Bachelors in Chemistry. At the same time, he earned a Bachelors in Business Administration, Economics and Accounting from the University of La Verne. He also holds an MBA from the same institution. He has held senior marketing management positions at BP Chemicals, Janssen Pharmaceuticals and Warner Lambert. For the past 20 years, he has been co-owner of Info Publications Ltd., a leading company in publishing and Internet services. While pursuing his business career, he has been lectured at various British and American Universities in Greece and is the founder of the Athens Training and Development Center.

What is the value of a CeMA certification?

*The CeMA certification provides a mechanism for students to demonstrate competencies. It provides employers with a tool to use when hiring and screening job candidates. It provides college and university admission boards with insight into a student's initiative, competency and commitment. **It gives scholarship committees valuable information about a student's motivation.***

If a student plans on going to college what use is the CeMA Certification?

A student can use the certification as an aid to get accepted at a college and then while there deploy their credentials and knowledge to work in situations to help defray the cost of their education.

For more information about CeMA certification, check out the official website of the eMarketing Association: <http://www.emarketingassociation.com/cema.htm>

TO ENROLL:

CONTACT MS. MARIETTA GARBIS IN THE INSTITUTE OFFICE (ARTS CENTER LOBBY), BY PHONE AT 210-6393-200 EXT. 302, OR AT garbism@acs.gr.

ENROLLMENT IS OPEN TO ACS ATHENS ACADEMY STUDENTS (AND INTERESTED FACULTY AND STAFF) WHO CAN MAKE A COMMITMENT TO ATTENDING ALL CLASSES AND COMPLETING THE 30 HOURS OF COURSE STUDY.

