Date:

Course Title	Make the internet work for your business
Session aim	To have a confident understanding of the need of and strategy for effective web marketing.
Learning Outcomes	1. Identify and comprehend specific terms related to websites, optimisation and online marketing strategies. 2. Recognise the various types of website implementation and explain the relevance of effective design and use of different technologies. 3. Demonstrate understanding of the importance of search engine optimisation, content creation, social media and their methods for effective web marketing. 4. Confidently engage with website professionals to ensure that the development of their business's web presence is efficient, effective and represents good value for money.
Resources	Flash cards, pens, paper

Time	Objectives	Tutor activity (teaching methods)	Learner activity	Methods for checking learning
9:30am	Introduction – trainers and participants	Verbal presentation Powerpoint	Ice breaker – introduce each other in pairs Answer the question: Who are you? What is your business? Why does/will your business succeed?	Plenary responses, feedback on who you have met
9:50am	Define some jargon terms often used in web design	Introduce activity Facilitate feedback Teach unknown definitions	Individuals to choose five terms that they have heard of and give definitions for three.	Giving definitions of three cards chosen.
10:10am	Introduce domain names and explore the right choice of domain name for businesses.	Web demonstration Introduce activity	In groups of three, discuss the best URL/domain name for your business.	Plenary feedback – What domain names have you chosen for the business and why? Marketable/memorable/relevant
10:35am	Introduce hosting – how it works	Powerpoint	Listening/Note taking	

10:45am	Explain different website types	Powerpoint	Listening/Note taking Group activity – which type of website would suit your business? For each business in the room stand next to the type of website that you think would suit it best.	Observation. Visual indicators of group agreement. For those who differ from the group, explain why they think differently.
11:05am	Break			
11:25am	Get participants to think about what they want their website to DO.	Powerpoint Explain functionality Tools	Individuals to write down a bullet list of what they want their website to do. Or what they want to be able to do using their website.	Observation – checking what participants have written.
11:45am	Introduce concept of rich web content (importance/blogs/news updates)	Powerpoint	As individuals write a one paragraph summarising the business that includes all of its unique selling points, describes its strengths and activity.	Have the group analyse the summary for rich content.
12:30pm	Lunch			
13:30pm				
Notes and evaluation comments				

Date

Record of Session

Learner Contributions

Strengths of Session	Weaknesses of Session

What changes should be made to:

1. The scheme of work for the course

2. This session for another course