



Sistema Qualità Certificato
in conformità alla norma
UNI EN ISO 9001:2000.
Certificato n° SQ.41823.

Certified Quality System
in compliance with the standard
UNI EN ISO 9001:2000.
Certificate n° SQ.41823.

INTRODUCTION TO IT AND WEB MARKETING

DURATION & METHODOLOGY	125 HOURS 25 CLASSROOM HOURS 100 ELEARNING HOURS
PRE-REQUISITES	None
COURSE OBJECTIVES	Provide participants with the skills to use the computer and Internet effectively in order to communicate, acquire information, establish commercial contacts and sales channels.
BENEFICIARIES	160 companies from the Province of Florence, Massa Carrara and Prato.
CLASSROOM TYPE	IT laboratory
LANGUAGE OF LESSONS	Italian

MODULE 1	INTRODUCTION TO IT
	Operating systems Word Excel Access Power Point
MODULE 2	INTERNET AND E-MAIL
	Internet Explorer Menus Principal search engines and their effectiveness Configuration of a Provider Managing an Internet e-mail account Outlook Express Configuration of an e-mail account Message management Address book
MODULE 3	E-COMMERCE
	Marketing through the Internet Business to Business Company website Promotion of a website