



**Truro  
and  
Penwith  
College  
Business  
Centre**

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business**

**Truro and Penwith College Business Centre**  
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**business**

## E-Marketing

### Course Content:

#### Course Overview

Discover the intriguing world of marketing your business through the internet and develop techniques and skills to ensure that your e-marketing is profitable.

#### Course Content

- Mass Emailing
- Electronic Newsletters
- Web Sites
- Blogging
- Pod Casting
- Style, type and design

#### Who is the Course For?

This seminar is ideal for all those involved either directly or indirectly with marketing. It will provide you with an important insight into the world of e-marketing.

#### Course Feedback:

"The Business Skills Seminar I attended was very productive, informative and fun and has given me more confidence in my work."

"The Business Skills Seminar was really comprehensive and made me aware of the impact of my actions in the workplace. The tutor was excellent and kept my interest throughout the day."

"The Seminar was a fantastic opportunity to enhance my knowledge and provided a great opportunity to network with others in similar positions."

#### Class information:

- 3 February 2009 Tregye, Carnon Downs

#### Why choose Truro College Business Centre?

- Truro College was one of the first colleges in the UK to receive 'Outstanding Status' from OfSTED, achieving Grade 1 in all 5 areas
- The Business Centre has a reputation for providing high quality, responsive, flexible and affordable workforce development solutions that meet the needs of the business community in Cornwall
- Our team of experienced professionals can improve the performance of your organisation and can identify and access all available funding

#### For further information and an application form please contact:

Denise Caff, Truro College, Palace Building, Quay Street, Truro, TR1 2HE  
Tel: 01872 242711

Truro College offers free impartial advice and guidance on all courses.  
This service is available from our guidance officers.