

Mobile Marketing Part 1

Learning Objectives

- Overview of Mobile Marketing
- Knowing Mobile Devices
- All about Core Mobile Product and Service Offerings
- Blending Mobile with Other Channels

Mobile Marketing Part 2

Learning Objectives

- Learning Mobile Advertising and Search
- Different Supplemental Products and Service Offerings
- Incentives and Loyalty Programs
- Concept of Mobile Marketing and social media
- Location and Mobile

Mobile Marketing Part 3

Learning Objectives

- Knowing Mobile Rules and Regulations
- Creating an Effective Mobile Website
- Mobile Marketing Measurement & Analytics
- Job Opportunities in Mobile Marketing