



## SYLLABUS: CERTIFIED INTERNET MARKETING SPECIALIST (CIMS) – CRN 40220

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**Program Coordinator:** Richard C. Wilson  
**Exam Dates:** First Wednesday of Each Month  
**Email:** *CIMS@BusinessTraining.com*

**Time:** Self-Paced Program  
**Location:** 100% Online  
**Twitter:** @BusTraining

### **LEARNING OBJECTIVES OF THE IMS:**

- To create a strong foundation of internet marketing skills and best practices which can be instantly applied to practical internet marketing opportunities
- To provide tools which can help improve anyone's ability to write persuasive headlines, pay per click ads, website copy, and emails
- To provide practical, easy-to-understand and actionable search engine optimization and pay per click strategies that when applied together can help bring very targeted traffic as needed to a website
- To enable participants to quickly be able to assess an opportunity and apply the necessary persuasive writing (copywriting), search engine optimization, and pay per click strategies in place to approach it from multiple angles

### **PROGRAM REQUIREMENTS:**

***Self-Management:*** The Certified Internet Marketing Specialist (CIMS) is a self-study certification program. We greatly want to see you succeed, but your success depends on and directly corresponds to the amount of effort and time you put into learning the material.

***Strategic Project completion:*** The strategic project for the CIMS course is laid out in the study guide. This project is worth 50% of the CIMS grade and must be received completed before you can schedule your examination date.

***Time-Management:*** Being that the CIMS is a self-study program, it is your responsibility to make time to read the required texts, to ask questions as they arise, and to keep in mind your examination date.

***Examination:*** Examinations are offered annually on January 10<sup>th</sup>, April 10<sup>th</sup>, July 10<sup>th</sup>, and October 10<sup>th</sup>. After registering for the CIMS, you can schedule your examination date by submitting your completed strategic project (aforementioned) and your preferred exam date.

***Please note that your exam date request must be received at least 3 weeks before the exam date.*** For example, if you would like to sit for the January 10<sup>th</sup> exam, we need to receive your request and completed project no later than December 20<sup>th</sup>. You can send your completed project and date request to the email address above.

**PREREQUISITES:** We require one year of work experience before candidates are accepted into the CIMS program.

**REQUIRED TEXTS:**

1. *Search Engine Optimization: An Hour A Day* by Jennifer Grappone and Gradiva Couzin. 2nd Edition. ISBN#978-0-470-2264-3
2. *Ultimate Guide to Google Adwords: How To Access 100 Million People in 10 Minutes* by Perry Marshall and Bryan Todd. 2nd Edition. ISBN 978-1-599183-602
3. *The Adweek Copywriting Handbook: The Ultimate Guide To Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters* by Joseph Sugarman. ISBN# 978-0-470-05124-5

**REQUIRED TOOLS:** Internet access and an Internet browser with which to take the online exam and to view the program videos. Internet Explorer and Firefox work best, though most browsers should suffice.

**CIMS GRADE BREAKDOWN:**

*Strategic Project:* (100 pts) – Instructions provided in the CIMS Study Guide.

- 1) Introduction (5%)
- 2) Copywriting Applications (20%)
- 3) Pay Per Click Applications (20%)
- 4) Search Engine Optimization Applications (20%)
- 5) Time & Cost Considerations (10%)
- 6) Long-term Strategy Adjustments (10%)
- 7) Measuring & Defining Success (10%)
- 8) Conclusion (5%)

*Exam:* (100 pts)

- 80 multiple choice/true-false questions (80%)
- 2 short-essay questions worth (20%)

**TOPICS COVERED IN THE CIMS EXAM:**

1. Search Engine Optimization fundamentals and best practices
2. Pay Per Click Strategies & Optimization Using Google Adwords
3. Copywriting & Persuasive Writing Techniques
4. Internet Marketing Strategies & Practical Applications

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