

For Immediate Release:

USF's New Internet Marketing Courses First of Their Kind: Only Email and Affiliate Marketing Certificates Offered 100% Online by Nationally Ranked University

University of San Francisco's Advanced Specialized Certificate Courses Empower Professionals With Comprehensive Online Training in Internet Marketing's Most In-Demand Disciplines

TAMPA, Fla., April 9, 2010 – Following the successful debut of its advanced specialized certificate courses in web analytics and social media, the University of San Francisco (USF) continues to proactively address the needs of today's [interactive marketers](#) with the introduction of *Advanced Email Marketing* and *Advanced Affiliate Marketing* training. These eight-week, 100% online courses offer an intensive exploration of two of today's most profitable marketing practices. Each empowers professionals with enhanced skills, expanded knowledge and respected credentials from a *U.S. News & World Report*-ranked best national university. Like USF's core [Master Certificate in Internet Marketing](#) program, the new affiliate and email marketing courses are led by practicing, real-world experts who are among today's foremost interactive marketing leaders.

"Email marketing represents an area of incredible opportunity for both organizations and individuals," said USF online program faculty member and email marketing expert Sheryl Cattell. "The Direct Marketing Association found that email offers the highest ROI of all direct marketing channels, with an average of \$43.62 in sales for every dollar spent.¹ At the same time, many companies are wasting time and money on emails that go nowhere. Forrester Research estimates that by 2014, organizations will waste *\$144 million*² on emails that never reach their intended recipient."

While these figures demonstrate organizations' urgent need for individuals with [email marketing training](#), other studies highlight the personal rewards for those with the right skills. "It should come as no surprise that more than half of email marketing professionals are earning upwards of \$70,000 a year³," noted Cattell. "This course covers topics that are essential to email marketing success, such as choosing an email broadcast solution, measuring and evaluating email campaigns, reducing opt-outs, complying with federal and state email laws, integrating email with social media and adopting industry best practices, to name just a few."

- continued -

1 "E-mail ROI Still Stunning, Still Slipping: DMA" by Ken Magill; published on DirectMag.com; October 20, 2009.

2 "Forrester Forecast: US Email Marketing Spending To Reach \$2 Billion In 2014"; press release published on Forrester.com; June 15, 2009.

3 EmailStatCenter.com *Compensation & Resources Study*; 2010.

Affiliate marketing is another area with great – and largely untapped – potential. “Bloggers and other online content providers are enjoying substantial earnings from affiliate marketing. Six-figure incomes are not uncommon, and the most successful super-affiliates net more than \$1 million a year,” stated USF online program instructor and affiliate marketing expert Jim Kukral. “However, organizations are just beginning to realize that *they* can use affiliate marketing to generate additional revenue from an existing website by partnering with companies that offer complementary products or services.”

Kukral notes that USF’s certificate course offers distinct advantages over the numerous affiliate marketing “systems” on the market today, as it is the first and only [affiliate marketing training](#) presented by an accredited, nationally ranked university. Instead of a single “guru,” USF assembled a team of experts that includes well-known and highly successful super-affiliates, plus attorneys who are well-versed in the legal risks and challenges associated with affiliate marketing. By the end of the course, students will be able to implement an affiliate marketing program, develop content that attracts and engages visitors, drive traffic through natural and paid search, and maximize their profits by implementing the industry’s best practices.

Registration is now open for USF’s new advanced specialized [certificate courses in Internet marketing](#). Students who register for the next available sessions of *Advanced Email Marketing* and *Advanced Affiliate Marketing* can begin class on May 1. Upon completion of each eight-week course, participants will receive a framed certificate from the University of San Francisco’s School of Business and Professional Studies.

For more details on USF’s online affiliate marketing and email marketing courses – or its end-to-end Internet marketing training program – visit www.USanFranOnline.com or call **800-436-1713**. Agencies and marketing departments can learn about corporate training solutions, customization options and agency/group discounts at www.InteractiveMarketingTraining.com.

About the University of San Francisco

Ranked as a best national university by [U.S. News & World Report](#), the University of San Francisco has earned a reputation for academic excellence that dates back to its founding in 1855. It is committed to becoming internationally recognized as a premier Jesuit Catholic, urban university with a global perspective. USF’s online programs are offered through its School of Business and Professional Studies, which includes the Masagung Graduate School of Management and the McLaren College of Business.

About University Alliance Online

The [University Alliance](#) (UA) facilitates the promotion and online delivery of associate’s, bachelor’s and master’s degrees as well as professional certificate programs from the nation’s leading traditional universities and institutions. Powered by UA’s technology and support services, our university partners have surpassed 450,000 online enrollments and a million credit hours — making UA the largest facilitator of e-learning in the country.

###