

**Paul Gibler**

**Internet Marketing**

23. The way this instructor delivered the content was effective for me to learn this subject matter.

3 = Outstanding Teacher Award      13 = Very Good      8 = Adequate  
3 = Needs Significant Improvement      1 = Ouch!

**Average: 3.5**

24. Were the objectives achieved/met?

7 = Yes! Yes! Yes!    15 = Some were, some weren't; I'm satisfied    5 = No, not well enough

- A better understanding of how to integrate e-marketing strategies and tactics into their marketing mix.
- Learn specific guidelines and best practices for the following: Online Advertising, including new Interactive Advertising Bureau Standards, Permission e-Mail Marketing, Search Engine Marketing, Viral Marketing, Online Retention Strategies using Content, Commerce, Customer Service, Creative and Community and Web Analytics to Improve Site Usability and Acceptance.

25. Was class interaction and participation fostered?

19 = It was perfect      1 = Too much class discussion      7 = Not enough

Comments on Paul Gibler's presentation and what you learned:

- Technically, way over everybody's head!!!
- Some solid information on a timely topic.
- Looking to implement internet marketing next year. Should be useful material from this presentation.
- Maybe more "how to"
- No comment.
- I enjoyed the presenter and the topic and did find some new tips and suggestions that could help me.