

Course links

[Become a Master Digital Marketer](#)

Learning Path Assessment

Select any commercial web site and analyze.

Here is the guide line for the project.

1) Company Overview:

Your goal is to identify the company's and the web site's core competency and main drivers for success

- Analyze company's and web site's primary activity
- How does the company add value and generate revenue
- How is the company's differentiation and positioning in the marketplace
- What is the nature of the competition

2) Critical Issues for the Company

Your goal is to synthesize your understanding of the company's strategy as well as the critical issues it faces into meaningful actions and management decisions.

- Identify and analyze the critical factors and questions that the company's management must face in order to enable and/or to continue their success.

3) Recommendations

Your goal is to specify recommendations for the company and its web site

How is this company able to improve its business on the Internet?

Minimum 2,500 words.

Receive 5 ECTS credits in the following degrees:

- Bachelor in Business Administration (BBA)
- Master in Business Administration (MBA)

Cost CHF 99

Further questions

Contact [SSBR Marketing](#) for more info.

Assessment submission

Please send in word format to [SSBR Academics](#) mentioning LinkedIn Pathway in the title.