

Introduction to Affiliate Marketing

Applying for this course:

To apply for this course, you should have completed compulsory schooling up to 65 years of age. Ideally you should be able to use a computer. In case of any difficulties regarding the entry requirements kindly contact us on ga.jobsplus@gov.mt.

Course Duration

This course is of 6 hours duration and consists of one Module.

General pedagogical guidelines and procedures for this course:

The delivery of this Course will be mainly held through a series of classroom discussion. The trainer will also be holding lessons with the learners which will consist of various presentations, including demonstrations.

This course can also be delivered online. In such cases, the learner is required to have a working camera and a working microphone.

General assessment policy and procedures for this course:

The Learner will be assessed through an Ongoing Assessment that will take place throughout the duration of the course. The ongoing assessment will take into consideration the learner's classroom participation throughout the entire course, and will take place by way of oral exercises, one-to-one questions, quizzes, and group activities.

Module 1 Learning Outcomes- Introduction to Affiliate Marketing

<ul style="list-style-type: none">✓ Understand what Affiliate Marketing is✓ Understand how Affiliate Marketing works – Provide a practical example with ClickBank✓ Identify ethical affiliate marketing practices✓ Qualifying and selecting the most suitable affiliate program✓ Identify ways on how to become a good Affiliate Marketer✓ Define Traffic Generation strategies to drive affiliate sales	<ul style="list-style-type: none">✓ Identify ways on how to build trust and credibility with audiences – The importance and value of owned audiences✓ Identify ways on how to ensure long-term sustainability and build a reputable brand✓ Create product review content that generates affiliate commissions✓ Generate affiliate sales through email marketing✓ The crosslink between influencer marketing and affiliate marketing
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Module Assessment:

Ongoing Assessment that will take place throughout the duration of the course.