

Internet Jargon



1 Lesson



Learn about

Learn about how the internet and the web came about (and how they differ), and how innovation in digital technology has given us new set of tools for marketers to work with.



Lesson Overview

In this lesson you will learn:

- ✓ What the internet and the web are, their origins, and how they differ
- ✓ How digital, wireless and mobile technologies have revolutionised communications and marketing forever
- ✓ The basics of tracking and targeting technologies used today
- ✓ How increased interactivity and collaboration have changed the way we use the web, and how advertising fits in to the picture