



TRAINING COURSE: HTML 4.0 EMAIL CODING FOR BEGINNERS

COURSE SYLLABUS

This course is aimed at people in Marketing who want to learn about creating emails with HTML coding language. It provides you with an introduction to HTML email design and will take you from no knowledge of email HTML to creating targeted and stylish marketing creatives using best practice HTML.

Without using complex programs to create HTML this course will give you the confidence to start working with this exciting language to build your email marketing campaigns. The practical sessions use a simple text editor so it is truly a beginners course.

TARGET AUDIENCE

Marketers who would like to be able to create smart HTML Emails. This is as a prelude to the HTML Best Practice course

PRE REQUISITES

Familiarity with basic Internet concepts and the Windows platfor, and the ability to use a web browser.

LENGTH OF COURSE

This course is given over a day.

TOPICS

1. Getting Started

- Introduction to HTML email
- HTML 4.01
- Basic HTML structure

2. Structuring Text

- Bold and italic text
- Quotes and citations
- Character entities and horizontal rules
- Text size
- Creating lists

3. Links

- Relative Vs absolute links
- Linking documents
- email links
- Intra-document links

4. Images

- Image formats
- Linking images
- Sizing and positioning images
- Applying alternative text

5. Tables

- Overview of tables
- Creating tables for structure
- Modifying and nesting tables
- Adding colour
- Inline Styles

Contact us or book your session online



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