

Course Title:

Introduction to Digital Governance: A Four-Step Approach

Product ID: 184

Duration: 57 mins

SME: Robert Hanvik

First Released On: 04/29/2011

Course Description:

This course introduces a simple, four-step approach to drive online marketing and communication activities and to help companies address the rapidly evolving value + risk equations.

In the current medical device industry, control over digital activities, including social media, is paramount to avoiding fines and maximizing commercial opportunities.

Watch the Course Trailer:

Learning Objectives:

Upon successfully completing this course, learners will be able to:

- Comprehend new approaches to helping organizations gain control of their digital activities
- Recognize the importance of reducing risk and increasing the value of digital programs
- Identify potential gaps in an organization's digital governance
- Foster greater digital engagement within an organization

Who Should Enroll:

Professionals in the compliance, legal, marketing, product development and management, communications, regulatory affairs, quality assurance, human resources, or training and development fields, and professionals considering using online tools to inform target audiences of their company, increase internal or external engagement, or promote products while maintaining proper control of these activities are all encouraged to enroll in this course.

Related Resources: Yes

Prerequisite Knowledge

There is no prerequisite knowledge required for this course; all areas of expertise are welcome.

Price:

Premium: €126.00.- **Basic:** €168.00.-

Course Format:

All WMDO professional online training courses are fully interactive and contain audio, video, graphic animation, online quizzes and include all necessary course materials. Trainees receive a minimum of 60 days of unlimited access in which to complete each course depending on course length and complexity. (See individual course descriptions for details). Courses include handouts, case studies, working documents and other useful links. After successful completion of your course, you will be able to download your WMDO Certificate of Completion for your training records.

Online courses are cross-browser compatible and require internet connection (minimum 300kbs) and Adobe Flash Player installed (Free download available at: <http://www.adobe.com/products/flashplayer>).

Premium Account Holders:

Premium account holders enrolling in this course will receive complimentary email access to subject matter experts for any questions, clarifications or feedback they may have concerning this course and its contents, including free automatic course updates for 1 full year.