

SPRINGFIELD TECHNICAL COMMUNITY COLLEGE

ACADEMIC AFFAIRS

Course Number: VIRT-201 Department: Information Technologies

Course Title: Virtual Assistant Techniques Semester: Spring Year: 2009

Objectives/Competencies

Course Objective	Competencies
1. To create professional marketing materials for a Virtual Assistant business.	1. Design a company business card, brochure, flyer, letterhead, sales letter, press release, newsletter, and advertisements for a Virtual Assistant business.
2. To format business documents.	1. Produce error-free business documents such as correspondence, basic reports, minutes, agenda, itineraries, etc.
3. To discuss marketing techniques for the Virtual Assistant business	1. Identify a target market 2. Research the competitive market
4. To create a company identity.	1. Identify the company's mission statement and vision statement. 2. Design a company logo. 3. Develop a company tagline.

Course Objective	Competencies
<p>5. To create a client information package.</p> <p>6. To design a company web site.</p>	<ol style="list-style-type: none"> 4. Communicate the company identity 5. Develop a marketing kit for the company. 6. Create a client information package <ol style="list-style-type: none"> 1. Create a letter of introduction and company profile/biography 2. Determine the fee schedule for the VA business 3. Create a client questionnaire. <ol style="list-style-type: none"> 1. Know how to acquire a domain name 2. Create the content for a Web site 3. Identify how to market services on-line 4. List the various types of advertising 5. Identify networking techniques