

Full Sail Ahead for Interactive Marketing Agency .Com Marketing CEO

Respected Internet marketing speaker and .Com Marketing CEO, Hillary Bressler, has been selected as a member of the Program Advisory Board for new Internet Marketing Degrees from Full Sail University.

July 19, 2008 (FPRC) -- ORLANDO, FL - .Com Marketing is a top 100 interactive marketing agency and is often considered a leader in the field of Internet Marketing. Their founder, and CEO, Hillary Bressler has recently been honored with an appointment as a member of the Program Advisory Board for two new Internet Marketing degrees from Full Sail University.

Full Sail University has developed a reputation over 29 years for being one of the world's premier media arts schools. The two new degrees will focus on developing student's knowledge and understanding of the ever-evolving Internet marketing arena, as well as e-commerce, and the psychology of the online consumer.

Only a handful of academics and industry experts were chosen to make up the advisory board. Bressler, and the other board members, will play a very important role in shaping the academic development of the degree.

"Full Sail approached me as a recognized industry expert in the area of Internet marketing. I am excited about the possibility of developing a whole generation of fully equipped Internet marketers. To survive in the marketplace today, and especially tomorrow, Internet marketers need to be savvy, creative, and most of all adaptable," states Bressler.

Bressler's practical knowledge of Internet marketing, through her work at .Com Marketing (<http://www.commarketing.com>), sees her living and breathing Internet marketing on a day to day basis. The agency, which specializes in interactive marketing, online advertising, and email marketing solutions, sets the benchmark in the professional standards that the students will learn about through Full Sail.

"As founder and CEO of .Com Marketing it is my job to have my finger on the pulse of the constantly changing world of Internet Marketing. Unlike most university courses, any Internet marketing course needs to include knowledge derived from real world experiences that are happening right now. A strategy that worked yesterday in Internet marketing could very well have been superseded by today's. My involvement in the curriculum will hopefully add a layer of knowledge and experience for the students that go beyond what a textbook can teach," Bressler says.

While this will be the first time Bressler will advise a university in their internet curriculum, Bressler is no stranger to teaching. The success of .Com Marketing has also led her to share her knowledge and skills through public speaking and as an online marketing consultant. Bressler is recognized as a top Internet marketing speaker throughout the country.

".Com Marketing has provided me with invaluable experiences with some of America's top brands. Working with them to develop and execute their online marketing and advertising strategies has meant that I, and the agency, always raise the bar in terms of having the best creative talent, the

most award-winning web design, and a genuine return on investment,” says Bressler. The Full Sail Internet Marketing courses will launch in August 2008.

About .Com Marketing: Founded in 1997 by Hillary Bressler, .Com Marketing (<http://www.commarketing.com>) is a top 100 interactive marketing and advertising agency that specializes in professional web design, search engine optimization and marketing, email marketing, and driving return on investment from online marketing. The agency is based in Orlando, Florida.

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