

## States See Value in Providing Training for 21st Century Internet Jobs

*California now pays up to \$5000 for online certification courses that teach Internet marketing*

Scotts Valley, California (PRWeb) April 08, 2010 – How are state employment training programs keeping up with the skills demanded by new technology?

Companies of all sizes do business in one way or another online, and managing that presence is rapidly becoming a specialized – and sought after – profession. The Obama White House even has plans to install a Social Networks Manager to oversee Twitter and Facebook communications.

But are state employment training programs keeping pace with the need?

Recently, in compliance with the Workplace Investment Act (WIA), California's EDD approved payments up to \$5,000 for [web-based training programs that teach a variety of Internet marketing skills](#), from Search Engine Optimization to Social Networking to Copywriting.

Prospective students must get approval from their EDD (unemployment department) counselor, which is usually based on having some marketing background or likelihood of continued employment in marketing.

It's a big step for states to approve online courses, especially in [Internet marketing training](#), and the timing couldn't be better. Employer demand for web marketing expertise is growing. Research shows that over 68% of marketing jobs require knowledge of Internet marketing and most grads haven't been taught these skills. Those that have them have a distinct advantage in the marketplace.

"I have a traditional marketing background, but couldn't compete with others who had more Internet experience," says Jeanne Oberstar, a long-time marketing professional. "I printed off job descriptions that demanded Social Media skills, and took them in to the EDD. They really dove into it, and helped me get set up with Market Motive's web-based classes, which not only saves me gas money but without a doubt is making me more competitive and relevant."

Today, Silicon Valley's Market Motive is the primary provider of Internet marketing training for California's EDD.

"We've had a number of students join our [web-based Internet marketing certification programs](#) thanks to the WIA and EDD," says Scott Milrad, Director of Education with Market Motive. "Our students have great success after graduation – some have even been hired before completing the program – and we're thrilled that the WIA initiative makes our training available so even more people can benefit. We're happy to be part of the solution for so many job seekers."

Market Motive's Internet training has already been approved in other states, including Minnesota.

"The advertising business is changing every day and Market Motive allows me to learn the latest Internet marketing strategies in the evenings, while networking for my next job during the day," says John Bement, 20-year advertising veteran and Market Motive student studying from Minneapolis. "Because the online courses are taught by industry seminar speakers, I'm able to keep up with the leading Internet marketing trends, receive certification and impress prospective firms."

A listing of [Internet marketing training programs](#) eligible for California's EDD funding can be found at the EDD site.