**ABSTRACT**

Marketing has always been a part of business. Much like advertising, there must be a plan for getting a company’s message out to the people, most importantly to the customers. Today, a lot of this marketing has turned to the internet due to the presence that online advertising. Since, many people now have access to and use the internet, there is a greater need for business of internet marketing. Those that do not will surely fall behind in marketing the product and the competition. Globalisation is one of the key issues in business today.