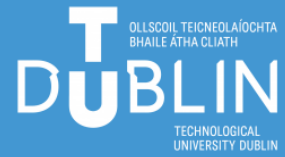


EXECUTIVE DIPLOMA IN STRATEGIC DIGITAL MARKETING



FAST TRACK YOUR CAREER WITH THIS
PROGRAMME FROM THE MARKETING
INSTITUTE OF IRELAND AND TECHNOLOGICAL
UNIVERSITY DUBLIN



WHY DO THIS?

If you need to devise marketing strategies that fully leverage the potential of digital, then this is for you.

Presented by the Marketing Institute of Ireland jointly with Technological University Dublin, this unique programme provides you with a practical roadmap to devise effective and results driven strategies.

FIND OUT MORE

☎ 01 295 2355

✉ training@mii.ie

🖥 mii.ie/execdiploma



What Will You Get?



- A fully accredited Continuing Professional Development (CPD) qualification at Level 8 on the National Framework of Qualifications awarded by TU Dublin
- An Executive (CPD) Diploma delivered over 14 evening sessions, with pre-work, additional self-study and a real-life project
- A practical route to competency in devising workable strategies to encompass digital into your overall business and marketing strategy
- Exposure to leading and respected marketing practitioners and experts
- A potential pathway into the MSc in Digital Marketing & Analytics programme offered jointly by The Marketing Institute and TU Dublin



Is It For Me?

- Senior Marketer
- Brand Manager
- Web Marketer
- Internet Consultant
- Webmaster
- Small Business Owner
- Sales & Marketing Professional
- Website Content Manager

ABOUT MII



The Marketing Institute is the professional body for Ireland's marketing people, in operation since 1962.

It exists to enable marketers to build great brands and great careers. It does this by sharing best practice, insights and expert content, building the community of marketers, and aiding marketers in career progression. The three themes of content, community and career underpin all institute activities. The marketing Institute also owns and operates the All Ireland Marketing Awards, the CMO Summit, and DMX Dublin, Ireland's largest marketing conference.

What Will I Learn?



- ➔ Understand the value of digital marketing and why it is a critical component of your marketing strategy
- ➔ Integrate digital marketing into your overall marketing strategy.
- ➔ Discover the best ways to develop and retain customer online
- ➔ Effectively set up and manage search engine marketing and social media campaigns
- ➔ Develop an e-mail marketing strategy that aligns with your business goals
- ➔ Uncover tools and resources to build effective eCommerce sites at low cost
- ➔ Use digital marketing to sell internationally
- ➔ Understand analytics and KPIs to continuously improve your digital marketing