

**Course Title:** Digital Marketing

**Course Duration:** 12 weeks

**Course Dates:** consult website for up-to-date course schedule

**Tuition Fee:** €150

**Award:** QQI Level 5 minor Award

**Weekly Schedule:** Wednesdays; 18.00 - 20.00hrs

**Places Available:** max. 20 students

### Purpose of the Course:

This course will teach and assess a broad range of Digital Marketing skills. The modules delivered on this course are as follows:

#### 5N1364 Digital Marketing

The course aims to provide students with the skills, knowledge and aptitude to manage and scale projects using digital marketing and social media tools. There will be an emphasis on groupwork, problem solving and creative thinking to design and make digital artefacts.

This course is suited to adult learners and those aspiring to learn about Digital Marketing. The course is also suited to those considering pursuing a professional qualification in either field of study via Third Level / University.



### Content:

Topics include; Digital Marketing vs Traditional Marketing, E-tools (social media: Twitter, Facebook, Instagram, etc.; SEO, Email Marketing, etc), strategies and campaigns, overview of Mobile Technology and its growth in digital marketing, etc.

Assessment will consist as follows; Project 50% and Portfolio/Collection of Work 50%

### Features of the course:

- Project artefact, i.e., blog/ webpage
- Active learning and groupwork

### Entry Requirements:

- Leaving Certificate or equivalent qualification and/or relevant life and work experience
- Competency in the following; Standard of B1 on the Common European Framework of Languages or equivalent.
- Basic knowledge of digital marketing project types desirable but not essential.

### Pre-application

Applicants complete the 'Expression of Interest Form' on the college website if they wish to receive further information about the course.

### Application and Enrolment

Application is by enrolment. Enrolment will take place in Autumn (September) and Spring (January). Please consult the college website for times of payment of tuition fees. Payment is by cash or cheque made out to the City of Dublin ETB. Applicants will be required to enrol and pay the full fee, prior to commencement of the course