



DIGITAL
MARKETING
INSTITUTE

Professional Diploma in Digital Marketing





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"It was a brilliant course and I made sure I recommended it to as many people as possible."

Gareth O'Gorman

Introduction

The Internet and the field of Digital Marketing is now one of the most important sales and marketing channels available to marketers.

This hands-on digital marketing course, taught by leading digital marketing practitioners, will enable you to engage with your customers online. This Diploma course has been designed to enable you to effectively use the internet as a marketing channel.

Whether you are just starting out with your website or are a seasoned marketer who now wants to learn about the online world, then this course is for you.

This practitioner led Professional Diploma in Digital Marketing has been designed to help you understand how to plan, implement and manage a comprehensive digital marketing strategy for your organisation.

This course is suitable for a variety of professions and for all levels of marketing experience. The course will help you to understand how to integrate digital marketing tactics into your overall marketing strategy and to maximize the performance of your online marketing investments.

This Professional Diploma in Digital Marketing, designed by the Digital Marketing Institute in conjunction with some of the leading digital marketing practitioners in the country, is a Digital Marketing Institute accredited certification programme. It provides you with the detailed & practical knowledge that you require to fully develop your digital marketing expertise.

Who is This Course For?

The course is designed for those with responsibility for developing or implementing an organisation's online marketing strategy, including senior management, marketing managers, marketing executives, small business owners, IT managers and anyone who would like to pursue a career in digital marketing.

What You Can Expect

Through dynamic lectures, case studies & small group discussions you will gain exposure to the latest methods, techniques and tools for improving your organisation's digital marketing and brand-building efforts.

What Will You Learn?

The Digital Marketing Institute's panel of expert practitioner-lecturers has specifically structured the curriculum to help you to understand the current trends and best practices in digital marketing. In this highly focused program, you will learn how to leverage these innovative strategies in order to gain competitive advantage for your business (and career).

This Professional Diploma provides you with the best foundation available in all of the main theories, concepts, techniques and application expertise required to effectively develop, plan and implement a digital marketing strategy.

I really enjoyed the course and learned a lot. I am in the process of redesigning Happy Birthday London and hopefully I'll be able to implement what I learned and make the website a success."

Jason Codrington

Course Format Options

The format for this Diploma in Digital Marketing is through classroom learning, home study and written assessment. Classroom learning is very interactive and participative, using a combination of lecturing, workshops, discussion and practical case studies.

Option 1 – 12 Weeks, Part Time, Evenings

You can choose to take the course over 12 weeks, with one evening per week for lectures:

- These lectures take place on Tuesdays, Wednesdays or Thursdays between 6.30pm and 9.30pm
- Each of the 12 lectures comprehensively covers specific digital marketing topics with expert practitioners delivering the lectures for each session.

Option 2 – 1 Week, Full Time, Bootcamp

You can choose to take the diploma course in a more concentrated 5 day “bootcamp” programme:

- Course runs Monday – Friday, 9.30am – 5pm.
- As with the Part Time version, all of the lectures are delivered by industry expert practitioners

Option 3 – Online / Distance, 24X7

This option allows you to take this Professional Diploma in Digital Marketing course at your own pace.

- Your lectures are available online, with full access to video recordings, slide presentations, resources, webinars and a comprehensive class Network that enables you to gain (and share) insights with your classmates and lecturers.
- As with the Part Time and Full Time versions, all of the lectures are delivered by industry expert practitioners

Option 4 – On Site & Customised

We can bring our education programmes to your business and deliver our training courses, customised, to you your staff

- You choose the time, whether daytime, evening, weekends, online or a combination of all of these.
- As with the other options, your customised courses are all delivered by industry expert practitioners

Extra Hands-On Workshops

All students, whatever option you choose, can elect to attend one of our regular Workshops (which usually take place on Saturday in Dublin). These are Hands-On and very practical sessions where you can get real-world expertise in how to successfully implement some of your digital marketing plans.

Whether you choose the Part Time, Full Time or Online/Distance option, all lectures are linked together by the common underlying theme of digital marketing. At the end of this course you will be able to use these various digital disciplines to develop and implement digital marketing strategies for your business.

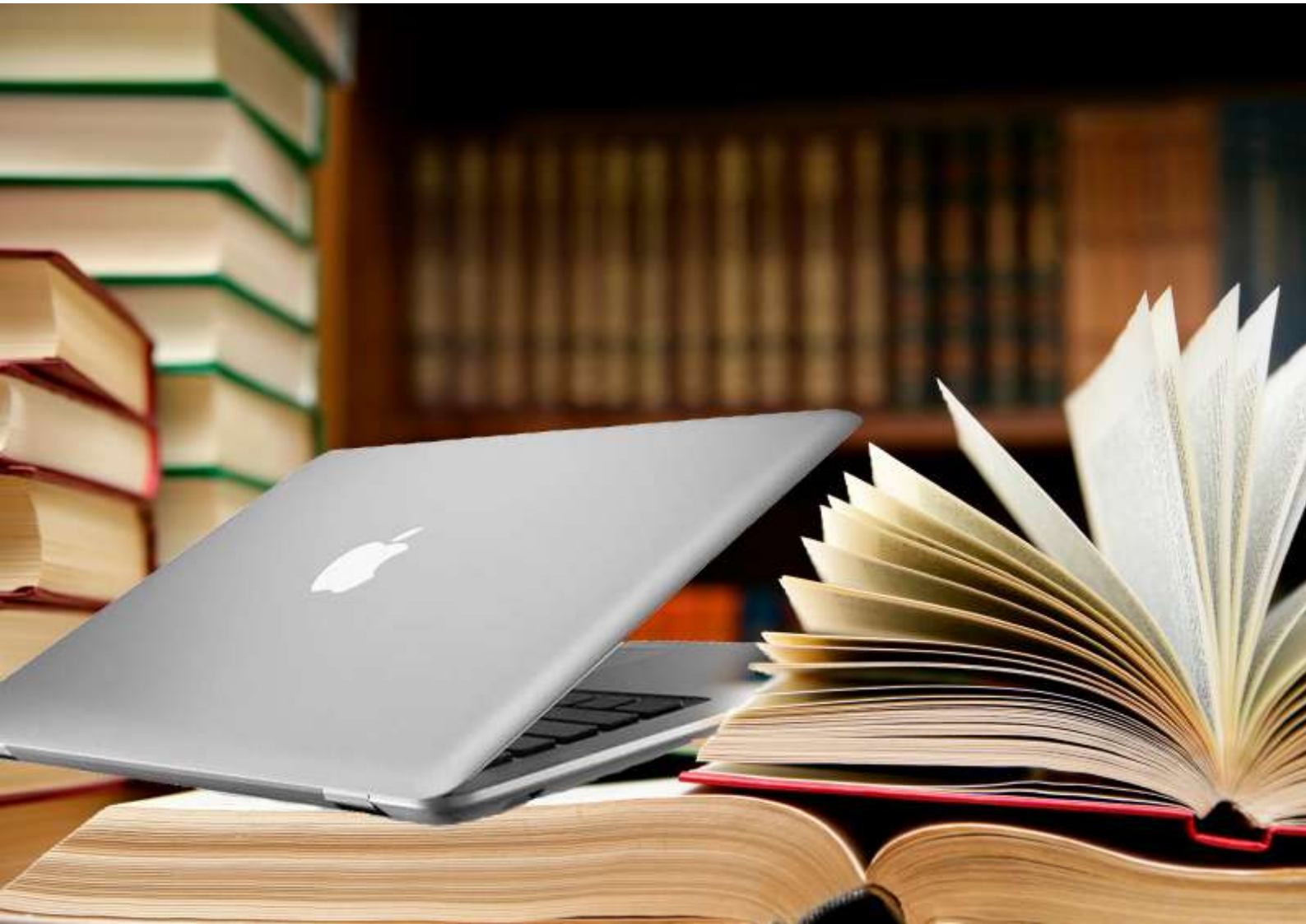
About Your Lecturers

The course introduces you to the most important and transformative aspects of digital Marketing delivered by the leading practitioners in the country. All of your lecturers are professionals in the Digital Marketing sector, running and delivering online marketing campaigns on a daily basis. They base their training on their experiences and will be therefore using real life examples and case studies throughout the course.

Course lectures are selected from our panel of industry leading digital experts from all over Ireland and the UK. Visit www.digitalmarketinginstitute.ie/lecturers to learn more about our panel of lecturers.

"Thank you for a brilliant course, I really enjoyed every single lecture and knowledgeable lecturers during the 12 weeks of the online marketing course."

Karin Lindell



Course Materials

All students receive a comprehensive set of course notes, handouts, slides and references. All materials will also be made available through our comprehensive Online Learning Management System (LMS). This allows you as a student to view lectures, download slides and notes, take webinars and discuss your lectures and assignments with your classmates and lecturers.

Awards & Certification

In order to achieve Digital Marketing Institute certification you will complete a satisfactory attendance record and submit an assignment. Your assignment will be reviewed and graded by a panel of lecturers. This provides you with the opportunity to have your strategy “analysed and evaluated” by professional practitioners, who will provide you with necessary feedback to ensure that your plan has the best chance of success.

This course is fully accredited by the Digital Marketing Institute and FETAC. It is also certified by the Scottish Qualifications Authority under the European Qualifications Framework, meaning that it is a recognizable, transferable international qualification.



Fees

Course fees are €1,495.00. This includes all materials, documentation, text books, assignment correction and certificate.

"This is, without doubt, the best digital marketing courses that I have attended. The leaders are experts in the field of Google AdWords."

Joseph Blair

"Wonderful course with excellent lecturers who communicated their area of expertise with enthusiasm and constantly used real world examples to explain items in detail. "

John Moore

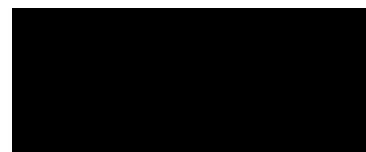
Global Industry Recognition – Advisory Council

Every Digital Marketing Institute programme syllabus is developed in conjunction with our industry partners. We work closely with our Industry Advisory Council to ensure our qualifications meet their exacting standards.

We are closely aligned with and supported by some of the leading global leaders in IT, Media, Finance & Communications. These include Google, Facebook, LinkedIn, Intel, Microsoft, BT, Publicis and many of the leading digital advertising agencies.

This provides you with limitless opportunities to connect with a global business community. It also ensures that our qualifications have the input and support of the global digital industry.

The Digital Marketing Institute Advisory Council includes the following companies:



Clients

Clients include some of the leading global brands. Here is a sample of companies that have benefited from Digital Marketing Institute education programmes.

accenture



citibank



NOKIA
Connecting People

Microsoft



PayPal

Salesforce



taxback.com

jobs.ie



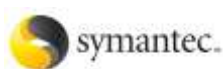
TOUR AMERICA.ie



COTY



Fáilte Ireland
National Tourism Development Authority



RTE

nielsen



Course Syllabus

The Professional Diploma in Digital Marketing course, over the 12 week or 5 day programme options, comprises the following Modules:

Digital Marketing Uncovered – Digital Strategy

All current innovation in marketing is through digital channels. This opening lecture demonstrates the power of applying digital concepts across the marketing function in any business. Topics covered:

- Strategies in Digital Marketing
- Aligning Internet with Business Objectives
- Examples of Great Case Studies
- User Behaviour & Navigation
- Branding & User Experience
- Developing a Digital Plan

Pay Per Click Marketing

Pay per click (PPC) advertising campaigns allow you to maximise your company's visibility on key search engines such as Google, Yahoo, and Bing. You will learn how to develop an effective PPC strategy and achieve demonstrable return-on-investment (ROI). This module provides takes you through the essentials of planning, managing PPC campaign. Topics include:

- How to Create a PPC Campaign
- Implementing Your PPC Budget
- Targeting Your Advertising
- Measuring & Managing Your Campaigns

Email Marketing

Email Marketing, when carried out properly is still one of the most effective forma of digital marketing. This module will teach you about Data Protection, Opt-In Subscriber Management, E-Mail Design and Content, Email Delivery and Reporting.

- Email Marketing Explained
- Creating Optimized Campaigns
- How to Measure Success
- Managing Your Database
- Best Practice Case Studies
- Choosing 3rd Party Email Providers

Search Engine Optimisation

SEO is about attracting the right customers at the right time. This module will equip you with the core understanding, technical know-how and insight to build an SEO strategy that will stand up in today's fiercely competitive online marketplace. Topics include:

- Keyword Research
- How Google Works
- Search Engine Factors
- OnPage & OffPage Optimisation
- Meta Tags, Images, Content, Video
- Links and How to Get Them

Web Site Analytics

Your digital marketing is only as effective as the analytical insights derived from online activities. This module guides you through web analytics and other data sources to better understand site visitor characteristics and behaviour. You will understand the most important and appropriate metrics and how to use them improve your digital activities. Included:

- What is Website Analytics?
- Google Analytics Explained
- Understanding Your KPI's
- Increasing Traffic to Your Web Site
- Measuring Website Traffic

Affiliate Marketing

This Module explains the benefits of affiliate marketing and describes different types of affiliate publishers including the leading marketing networks and agencies. You will understand how to implement and manage an affiliate marketing campaign.

- What are the Various Networks
- The Publisher Networks
- How to Drive Traffic Using Affiliate Marketing
- How Affiliate Marketing Differs from Banner Advertising
- Cost per Acquisition Marketing

Digital Display Advertising

This module will provide you with a comprehensive understanding of the creation deployment and management of digital display advertising including display, search, affiliate, email, mobile & social, to give delegates the broadest view of digital advertising opportunities.

- What is Display Advertising?
- How are Banners Bought & Sold
- Banner Formats & When to Use Them
- Creating and Implementing a Banner Campaign

Social Media Marketing

This module will provide you with the know how to plan and manage your communications and marketing through the rapidly emerging and influential social networks. It will provide you with techniques and tools to understand and harness the opportunities provided by best practice social media marketing and online PR.

- What is Social Media Marketing?
- Overview of Facebook, Twitter, LinkedIn, Blogging, Youtube and Flickr
- Increasing Website Traffic Using Facebook, Twitter, Video, etc
- Building Brand Awareness Using Social Media
- Best Practice Examples & Case Studies

Online Video Marketing

To help you get the most out of digital video, our experts will teach you, in a very practical and hands-on way, how to create and implement a strategy for your organisation's video use. We will show you how to go on to achieve massive return on investment by making sure that you do a few simple things right.

- How Digital Video Works
- Setting Your Objectives for Developing Your Video Implementation
- 'Viral' Video & How This Works
- User Generated Content & How You Can Take Part

Mobile Marketing

This module provides you with a solid understanding of the rapid evolution of mobile marketing landscape. Focusing on cutting-edge case studies you will gain knowledge of the technologies and terminology of mobile marketing.

- The Development of Mobile Marketing
- Various Forms of Mobile Marketing
- Geo-Targeting Your Campaign for Smart Phones
- How are Consumers Using Mobile Marketing
- Examples & Case Studies

Online PR

This module will look at how public relations has been developing in line with the changes to internet marketing. We clearly demonstrate the benefits of integrating your online PR into your business communications plan. We explain how the different online platforms are appropriate in varying situations. Topics include:

- How to Develop an Online Press Release
- Measuring the Success of Your Online PR
- How to Monitor & Measure Your Online Brand & Reputation
- Case Studies & Best Practice Examples of Online PR

Bringing It All Together – Creating and Implement Your Digital Plan

Digital Marketing is driving the agenda in marketing departments and this module will teach you the complexities of planning, buying and executing a marketing campaign that integrates traditional marketing with all digital activities including display, search, affiliate, email, mobile and social. Topics include:

- Examples of Integrated Marketing Plans
- Using the Best Digital Marketing Channels for Maximum Impact
- Creating an Integrated Digital Marketing Plan
- Costing & Resourcing Your Internet Plans
- Aligning Business Objectives, Strategy & Tactical Solutions



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"I thought the course was great thanks - and I am definitely putting it all to work. Have set up adwords, analytics and working on SEO. Have just set up a blog and linked in and now looking at Twitter - so keeping busy really!"

Victoria Jamison