



DIGITAL  
MARKETING  
INSTITUTE

# Turn Uncertainty Into Opportunity

2011/12 Postgraduate Diploma in Digital Marketing



# 2011/12 Postgraduate Diploma in Digital Marketing

Welcome

Education in a New Era

Postgraduate Diploma in Digital Marketing

Programme Structure

Programme Content

Modes of Study:

How is the Programme Taught?

CONTENTS



# The business world is evolving faster than ever before.

The Digital Marketing Institute's programme\* delivers the framework and tools needed to meet the challenges of our economy today — and tomorrow.

Transform your career or company with a programme grounded in the realities of modern business in a truly connected society. Learn with some of Europe's leading Digital Marketing experts.

\* Part-time, full-time and online options available. All starting this Autumn.



# Welcome



**Recognised as the best provider of online marketing courses and the leading body within the field in Ireland and the UK, the Digital Marketing Institute is providing the most relevant, up-to-date and valuable education in digital marketing across Europe.**

All of the current innovation and thinking in marketing is happening through the various digital channels.

At a time of uncertainty in the global economy, now is the time to develop a skill set in a field that is truly recession proof.

The Digital Marketing Institute faculty comprises hand-picked experts in digital marketing. Each of your lecturers works in the digital marketing sector, delivering successful and dynamic digital marketing campaigns for their clients.

Our Postgraduate Courses therefore provide students with real-world case studies and examples, offering the type of education that employers are looking for in today's challenging environment.

I look forward to welcoming you to the next phase of your career.

Best Wishes

A handwritten signature in black ink that reads "Ian Dodson". The signature is written in a cursive, slightly stylized font.

**Ian Dodson**  
Course Director



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# Modes of Study: How is the programme taught?



**The 1-Year Postgraduate Diploma in Digital Marketing can be studied in three options:**

- Part-Time Evenings (€3,970.00)
- Full-Time with Work Placement (€4,250.00)
- Online Blended Learning (€3,970.00)

With Ireland's leading digital marketing experts on our lecturers' panel, we deliver a course that is not only rigorous but is highly geared towards the reality of working as a modern-day marketer. You will be taught using a combination of the following:

- Lectures
- Case Studies
- Small Group Sessions
- Practical Workshops
- Revision through Online Training

In addition, you will have the opportunity to access the lectures in recordings via the DMI's Virtual Learning Environment (VLE).

## Afterwards?

Emphasis throughout the programme is placed on developing practical and pro-active digital marketing skills through learning methods that encourage self-development, participation and team work.

Once qualified, you will have developed the confidence and ability to apply your knowledge in your workplace, and also give a real boost to your career. Digital Marketing is one of the few niche industries in Europe at the moment, and by completing this Postgraduate Diploma course you will gain access to many exciting professional opportunities.

You will also have interacted and worked alongside people from a diverse range of backgrounds including experienced industry professionals all within a business-orientated environment.

## Career Services

The Digital Marketing Institute has cultivated relationships with all of the main players in the online marketing industry. Therefore, if you are looking to either start or accelerate your career, then our Career Services Officer is there to help you find that next job. To date, we have helped to place graduates at all levels within Ireland's leading companies.

## Admission Requirements

To apply for the Postgraduate Diploma in Marketing you must meet the minimum admissions requirements:

- Qualifying degree in any subject (minimum of a lower second class honours degree) from a recognised Irish or Overseas institution, or
- Equivalent industry experience



# Dublin

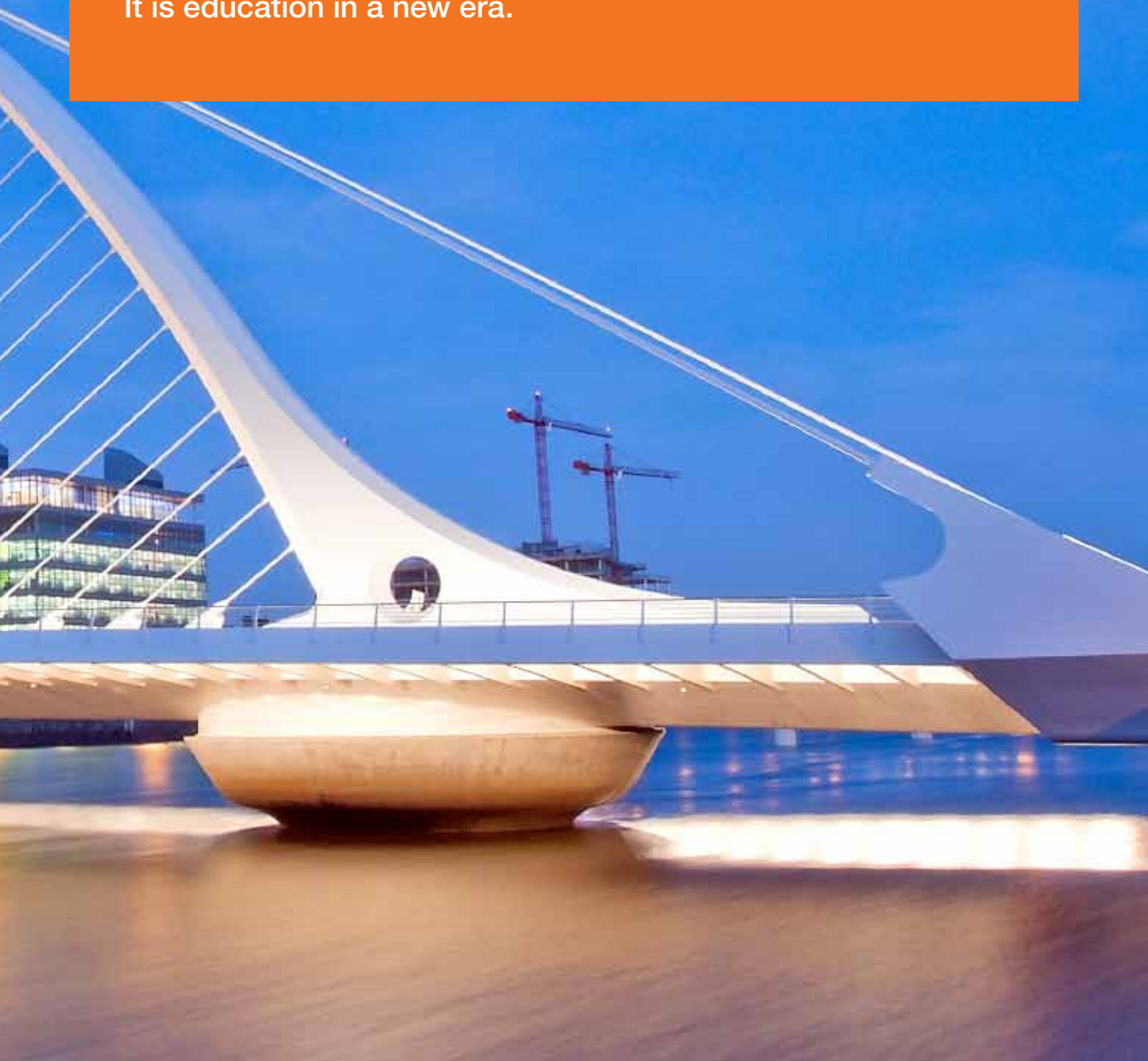


The Digital Marketing Institute is based in Dublin which contains the European headquarters for global leaders in IT, media, Finance & Communications. From Google and Facebook to Intel and Microsoft, Dublin is home to the worlds most recognizable brands.

This provides us with limitless opportunities to connect with a global business community. Our faculty members are from Ireland's leading digital marketing companies and their firsthand knowledge and real-world experience inform the teaching in our postgraduate programme.

Attendees from across Europe profit from a dynamic learning environment that sharpens skills, expands perspectives and generates insights with lasting impact.

**It is education in a new era.**





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# Postgraduate Diploma in Digital Marketing

*"This training has given academic and practical weight to the new direction in my career. It has afforded me a level of robust competency in multiple aspects of digital marketing."*

## Jennifer Crowley

Brand Manager,  
Jameson International



*"The postgraduate diploma in digital marketing has been both engaging and enjoyable and helped me secure a new job specialising in online marketing."*

## Aoife O'Driscoll

Marketing & Communications  
Manager, Poswerscourt Estate

*"The course is not only comprehensive, but gave me the opportunity to exchange ideas and debate social media issues with sharp, supportive professionals."*

## Sharon McKimm,

Freelance Consultant

This course will help you to create and implement effective digital marketing strategies and **will allow you to realise your career or business aspirations and strongly position yourself within the market place or your organisation.**

Emphasis throughout the programme is placed on developing practical and pro-active digital marketing professionals through delivery which encourages self-development, participation and team work.

Once qualified, you will have developed the confidence and ability to apply your highly relevant knowledge and skills to meet various digital marketing challenges within the workplace.

## Who Should Attend?

Whether coming straight from university or expanding your skill set in your current role, you can expect this course to provide you with the skills, knowledge and experience to move your career forward.

The Postgraduate Diploma in Digital Marketing is open to graduates or professionals with backgrounds in any discipline looking to work in or, advance within the digital marketing arena.

You will also have interacted and worked alongside people from a diverse range of backgrounds including experienced industry professionals all within a business-orientated environment

## What You Can Expect

Through dynamic lectures, case studies, small group discussions and interactive workshops you will gain exposure to the latest techniques and tools for improving your organisation's digital marketing and brand-building efforts. You will reposition yourself within your organisation to implement digital strategies that deliver measurable results.

## Your Course of Study

Digital Marketing Institute lecturers have specifically structured the curriculum to help you understand the current trends and best practices in digital marketing. In this highly focused programme, you will learn how to leverage these innovative strategies in order to gain competitive advantage for your current or future organisation. We have designed the programme to recognise the maturity of each of the channels within the digital marketing domain, providing you with the required breadth and the depth of knowledge to become an effective all-round practitioner and manager of digital marketing.

## Certification

The Postgraduate Diploma in Digital marketing is currently under review by the Scottish Qualifications Authority for certification at Level 9 within the European Framework of Qualifications (Level 9 Postgraduate Diploma).

This accreditation will be in place this year and means that your course is fully certified at university level and recognised within the European Framework of Qualifications. The SQA is the equivalent of Ireland's HETAC.

## Your Lecturers and Syllabus

Module 1.1 - Introduction to Digital Marketing  
Module 1.2 - It's Not Technology! How the Internet works  
Module 1.3 - User Centric Digital Marketing  
Module 1.4 - Strategic Digital Marketing as a Part of the Business Objectives  
Module 1.5 - The Next 5000 days (Online PR)  
Module 1.6 - Usability  
Module 2.1 - Search Engine Optimisation  
Module 2.2 - Pay Per Click (Ad Words)  
Module 2.3 - PPC on Facebook and Linked In  
Module 2.4 - Affiliate Marketing  
Module 2.5 - Display Advertising  
Module 2.6 - Email Marketing  
Module 2.7 - Mobile Marketing  
Module 2.8 - Social Media Marketing  
Module 2.9 - Video Marketing  
Module 2.10 - Wordpress & Blogging  
Module 3.1 - Writing for the Web  
Module 3.2 - Measuring your results (Web Analytics)  
Module 3.3 - E-Commerce  
Module 4.1 - Digital Campaign Planning for SME's  
Module 4.2 - Digital Campaign Planning for Corporates  
Module 4.3 - Strategic Viral Marketing  
Module 4.4 - Future Digital Trends

## Industry Certification

In this climate, expertise is everything. Emphasis throughout the programme is placed on developing practical and pro-active digital marketing professionals.

Companies fully understand the content and quality of education programmes and are actively choosing industry driven courses every time.

Staff from Google, Facebook, Ebay, Microsoft, Nokia, Paypal and Accenture attend courses with the Digital Marketing institute because they require industry driven courses, not academic theory. Our cutting-edge, industry based, results-oriented programme, is widely recognised by over 2,000 company and individual members of the Digital Marketing Institute.

## Additional Certification

The course offers you the opportunity to gain additional qualifications whilst studying for your post graduate diploma to further enhance your skills and employability as a marketing professional including Google Certification in Adwords and Analytics or DMI Certification in Email Marketing and Social Media for example.



## Programme Structure

This Postgraduate programme is offered on a part-time, full-time or distance learning basis over 1 academic year, i.e. September/October - June/July. It comprises of two semesters of course work and the completion of an individual project\*

The **part-time** programme requires attendance on two evenings a week, three hours per evening, as well as on four Saturday workshops throughout the year.

The **full-time** programme will have lectures schedule during the day, three days a week in the building of Independent Colleges, with full access to the campus facilities. It includes optional work placement (min. duration 3 months) in a Digital Marketing role.

The **online** programme is a blended option of distance learning and four practical workshops held through the year. The recordings of the lectures will be available for the duration of the whole course, with two new recordings uploaded each week. The students will be able to communicate with the lecturers and their classmates through our Virtual Learning Environment.

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\* The study programme includes the completion of two Digital Marketing Strategy Assignment Projects which offers participants the opportunity to produce meaningful, and grounded digital marketing projects focused on their own career or business aspirations. Workshops as well as access to our online learning environment are provided to ensure that students get the most from this programme.



# Postgraduate Diploma: Programme Content

## DIGITAL MARKETING FUNDAMENTALS

What distinguishes the internet from other marketing channels? What are the unique characteristics of the medium we call the web and how do people interact differently through this channel. Understanding the key differences between Digital and traditional channels is key to the success of any digital marketing campaign.

The basic concepts of digital that have driven such seismic social and economic change are introduced in this opening module. These topics give you the key foundation on which to build an in-depth understanding of digital marketing channels.



## CUSTOMER AS KING IN DIGITAL MEDIA

Consumer psychology is the scientific study of consumers' behavior, motivation and decision making process. Through a more in-depth understanding of consumer psychology and the internet as a medium, marketers will be able to leverage the ability to influence consumer decisions and marketing outcomes.

The customer is the starting and finishing point for all effective digital marketing and this module focuses on how a customer centric approach and deep appreciation for consumer purchase models on the internet are crucial to effective digital marketing.

## DIGITAL MARKETING CHANNELS

Digital Marketing Channels provide a comprehensive framework and understanding of the power of digital marketing including the latest technologies and applications. Students will gain an all rounded understanding on how to effectively apply digital marketing effectively. Key topics include search engine marketing and optimisation, social networking, emerging digital media, mobile marketing, online PR, blogs and consumer generated media.





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## DIGITAL MARKETING STRATEGY

This module presents the key concepts of e-Business, focusing particularly on business issues, challenges and opportunities. This module explores the implementation of information technology-enabled business strategies via Internet-based business practices. The focus is not on the technologies per se but on the business applications and characteristics of the technologies that can bring enhanced revenues, cost savings and broader market reach to organisations. This module examines how e-business can be used to provide opportunities to improve an organisation's effectiveness and competitiveness in its overall strategy and functional activities through communication, coordination and transactions over the Internet and associated technologies.

## DIGITAL MARKETING MANAGEMENT

This Management and Integration of Digital Marketing Module provides the framework to understand and analyse the online environment, consumers and competitors. Key concepts, principles and activities involved in digital marketing programmes are introduced. Students are familiarised with the stages of analysis, development, implementation and control of digital marketing campaigns.

## TESTIMONIAL

*"The DMI postgraduate course in digital marketing is the perfect blend of the most-up-to-date trends, thoughts and best practices in the digital marketing landscape. The classes were delivered by high-caliber digital marketing specialists who were very approachable and always willing to go the extra mile to advise you. The course has been a very hands-on and highly interactive learning experience. My classmates came from a wide variety of professions and from different backgrounds, including brand managers, entrepreneurs, online marketers and web developers; which made the overall learning experience for each participant even more valuable. If you wish to deep dive into digital marketing and if networking opportunities rank high on your priority list when choosing your digital marketing education – then this is without a doubt the right course for you."*

**Rado Durina**

Senior Market and Business Research Analyst, iReach





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