

Certificate in Applied Digital Marketing

Level 7 MINOR AWARD (60 credits)

BRAND NEW

What

What's it all about?

Minor Award at Level 7 offering large amount of key practical skills for industry

Quickly learn applied skills and bring into workplace immediately throughout and after programme of study

Shorter version of BA in Digital Marketing at ITT

Option to complete full BA degree later using these credits - gain 60 of the 180 credits needed for BA Degree

When

How many hours?

Flexible delivery

e.g. Winter:
Tuesdays 6-10pm,
6 x Wednesdays 6-10pm
6 x Saturdays

e.g. Spring:
Tuesdays 6-10pm
Wednesdays 6-10pm
+ Independent Project Work

Face-to-face, practical lab, online and blended content

Why

How will this course benefit me or my organisation?

Newest digital qualification offering up-to-the minute knowledge and skills to bring into any enterprise or organisation

Industry practitioners delivering key modules bringing topical industry insights

Applied projects and assessment, using real and up-to-date organisational benchmarking

Cost for Programme represents excellent value for investment

- **€1875 for full year**, including all assessments and exams, and registration

Lectures run mid September to mid December, end January to end April

- MORE INFO including full module content and application form at

www.it-tallaght.ie/MarketingAdvertisingDigital

WINTER SEMESTER (13 weeks, mid-September to mid-December)

Core Skills

Key Winter Learning

DIGITAL
MARKETING

DATA ANALYTICS
AND
VISUALISATION

GRAPHIC DESIGN

APPLIED GLOBAL
DIGITAL
MARKETING

MARKETING

Electives

Choose One

IT, APPS & SOCIAL
MEDIA
or
ADVERTISING

Key Goals

with learning

Foundation and
Intermediate

Creative,
Practical
and Relevant

Applied and
Focussed

SPRING SEMESTER (13 weeks, end January to end April)

Core Skills

Key Spring Learning

MARKETING
TECHNOLOGY
LANDSCAPE

WEB/APP DESIGN
& OPTIMISATION

SOCIAL MEDIA
MARKETING AND
GLOBAL PR

APPLIED INDUSTRY
PROJECT
/PLACEMENT

Electives

Choose One

BUSINESS IT AND
INTRO TO DATA
ANALYSIS
or
THE MARKETING
COMMUNICATIONS
INDUSTRY

Key Goals

with learning

Major 10 credit
applied digital
strategy project

Put learning into
practice with
key frameworks

Future-proof key
digital skills

Lecture format and days/times depend on electives chosen and offered and are subject to change. Price and other info subject to change. Electives will only be offered if there is sufficient demand as determined by ITT. Full info, terms & conditions and eligibility at www.it-tallaght.ie