

# Certificate in Social Media Marketing

Level 6 (30 credits)

**BRAND NEW**

## What

**What's it all about?**

Short course offering key practical skills in social media for industry and non-profit organisations

Quickly learn key social media and digital marketing skills and bring into workplace immediately

Shorter version of BA in Digital Marketing at ITT

Option to complete full BA degree later using these credits

## When

**How many hours?**

Flexible delivery

e.g. Winter:  
Tuesdays 6-10pm,  
2 Wednesdays 6-10pm  
and 2 Saturdays

e.g. Spring:  
Tuesday or Wednesday  
one full evening, one  
half evening

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

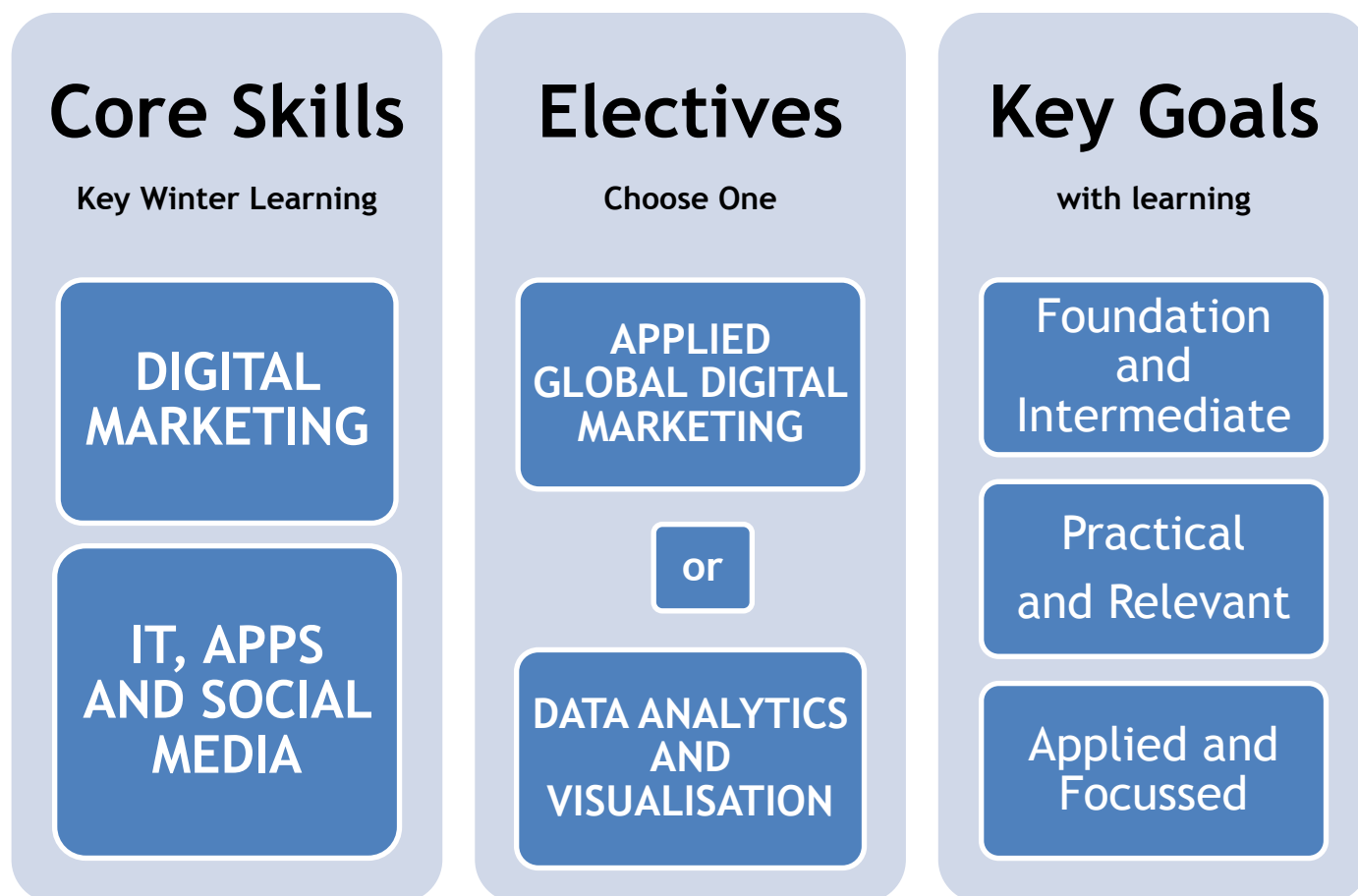
- **€950 for full year**, including all assessments and exams, and registration

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

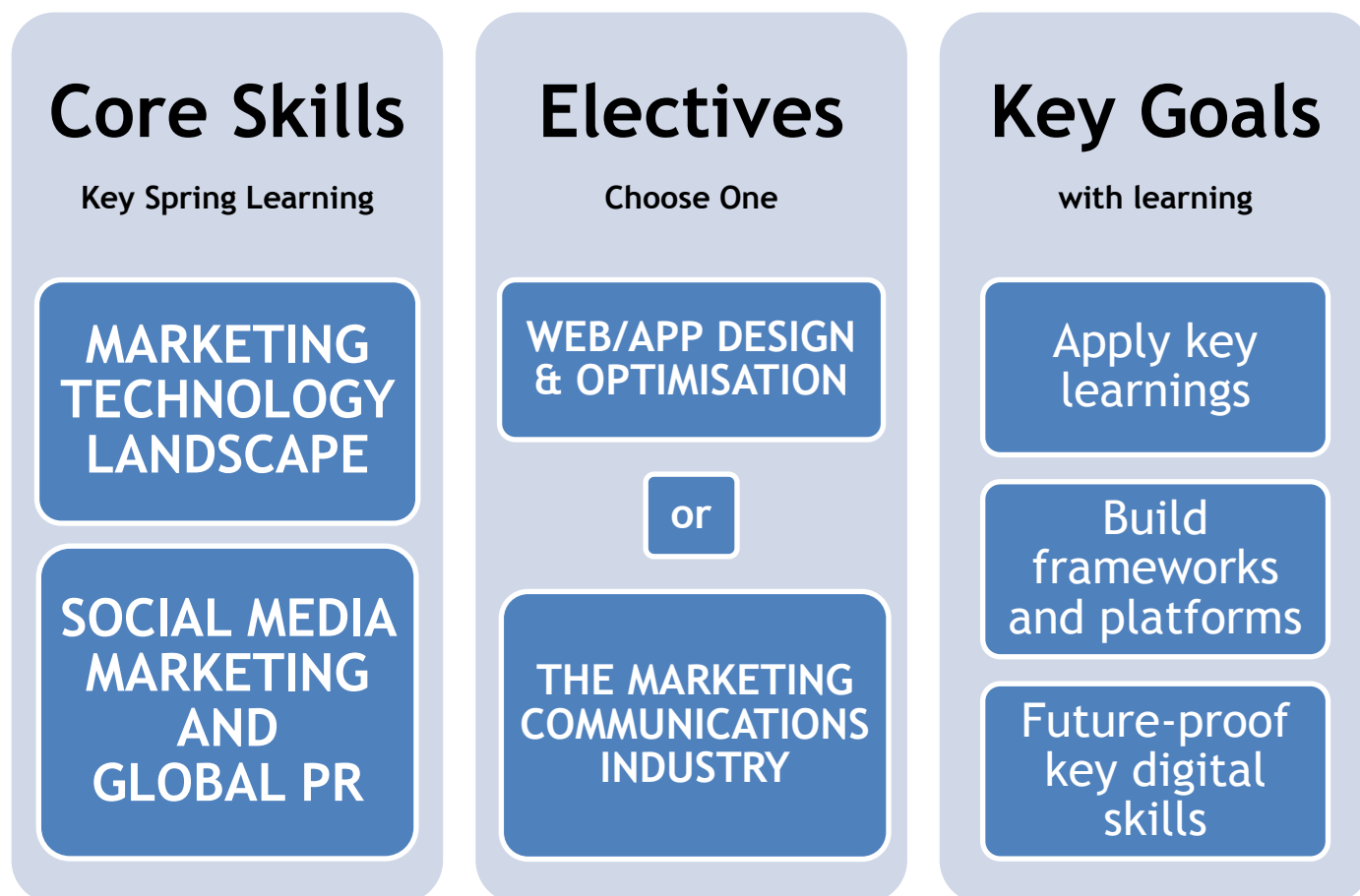
- **MORE INFO** including full module content and application form at

[www.it-tallaght.ie/MarketingAdvertisingDigital](http://www.it-tallaght.ie/MarketingAdvertisingDigital)

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



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



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](http://www.it-tallaght.ie)