

### CERTIFICATE IN APPLIED DIGITAL MARKETING (NFQ LEVEL 7 MINOR AWARD)

One year part time with 60 credits

#### Who is this course for?

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

Shorter version of BA in Digital Marketing at ITT Option to complete full BA degree later using these credits

#### Entry Requirements

Under 23 applicants must have ordinary level Grade 06 or better in five subjects. The subject list must include either English or Irish.

Ordinary level Mathematics Grade 06 or better is also a requirement to apply for year one of this course.

If a Mature student (over 23 years) you may be exempted from this requirement and are eligible to apply. All applicants must have competence in spoken and written English.

#### Course Timetable

##### Winter Semester (Sept-Dec)

Tuesdays 6-10pm

Wednesdays 6-10pm \* 6 weeks

Saturdays \* 6 weeks

##### Spring Semester (Jan – May)

Tuesdays 6-10pm

Wednesdays 6-10pm

Independent Project Work

#### Who can apply

This course is open to all eligible students

#### Course Summary

- ✓ The Brand new for this year, responding to current skills needs of Dublin and global tech sector.
- ✓ Close links with technology hubs and Digital Docklands.
- ✓ Developing core Marketing and Applied Digital Skills.
- ✓ Hybrid of digital/IT skills with international marketing and communications.
- ✓ Social Media. Data Analytics. IT. Design. Business.
- ✓ International core pillar throughout course.
- ✓ Applied education and practical skills development - Work placement or major industry project.
- ✓ Core module – Marketing Technology Landscape – to prepare graduates for changing trends in digital transformation of all organisations.

#### Career Opportunities

- Social Media
- Content Creators and Designers
- Community Managers
- Digital Marketers
- Advertising and Communications

# Certificate in Applied Digital Marketing

(NFQ LEVEL 7)



## How to Apply

Students apply directly to IT Tallaght

Please apply through [www.it-tallaght.ie](http://www.it-tallaght.ie)

Total cost of course is €1875

## Please Note

You will be required to pay a €100 application fee with your application. If you are offered a place on the course your fee will be put towards your full course fees. The application fee is only refundable if the course does not run

**The balance of fees due are as follows:**

**On acceptance of place - €550**

**Payment of half your course fees due by 31 October 2019.**

**Payment of full fees due by 31 January 2019.**

For further information – course specific

Please Contact: [mad@it-tallaght.ie](mailto:mad@it-tallaght.ie)

For queries on the application process

Please contact [LLL@it-tallaght.ie](mailto:LLL@it-tallaght.ie) or phone the Lifelong Learning Team @ 01-4042101

May 2018

## KEY DATES

INDUCTION	4 & 5 September 2018
CLASSES BEGIN	Mid-September 2018
CLASSES FINISH	End April 2018
EXAMS	January and May 2019
RESULTS	June 2019

Head Start Maths and Head Start Academic English:

- 26<sup>th</sup> May – 30<sup>th</sup> June 2018 &
- 11<sup>th</sup> August – 8<sup>th</sup> September 2018



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