

Certificate in Digital Marketing

(NFQ LEVEL 6)



May 2018

CERTIFICATE IN DIGITAL MARKETING (NFQ LEVEL 6 SPECIAL PURPOSE AWARD)

One year part time with 30 credits

Who is this course for?

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.

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 * 2 weeks

Saturdays * 2 weeks

Spring Semester (Jan – May)

Tuesdays or Wednesday

One full Evening/One ½ Evening

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



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How to Apply

Students apply directly to IT Tallaght

Please apply through www.it-tallaght.ie

Total cost of course is €950

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

For queries on the application process

Please contact 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:

- 26th May – 30th June 2018 &
- 11th August – 8th September 2018



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