

# Management Diploma in Digital Marketing

KEY INFO

**Accredited By:** Independent College Dublin

**Length:** 7 weeks

**Course Type:** Professional Diploma

**Start Date:** Tues 2<sup>nd</sup> October, 2018

**Delivery:** Online/ In-Class

**Price:** €1,195

ABOUT

## About the Course

The Management Diploma in Digital Marketing is delivered by business professionals who understand the direct challenges faced by others tasked with growing their business online. Participants gain real world experience of learning from experts who have been on this journey and can bring the latest in contemporary Digital Marketing techniques, with a specific focus on sales.

The landscape of Digital Marketing continues to evolve. Having an effective online presence that directly contributes to sales will influence the success of a business. Key questions a business must ask is:

- Do we have an effective Digital Marketing Strategy?
- Does our website encourage sales conversions?
- Do we understand our customer journey?
- How can our social media impact sales?
- Can our website can be found easily?
- How do we attract new customers online?

These questions, along with others essential for developing an effective Digital Marketing Strategy will be covered on our Professional Management Diploma, which is designed to give participants practical skills to apply to their own business.

WHO

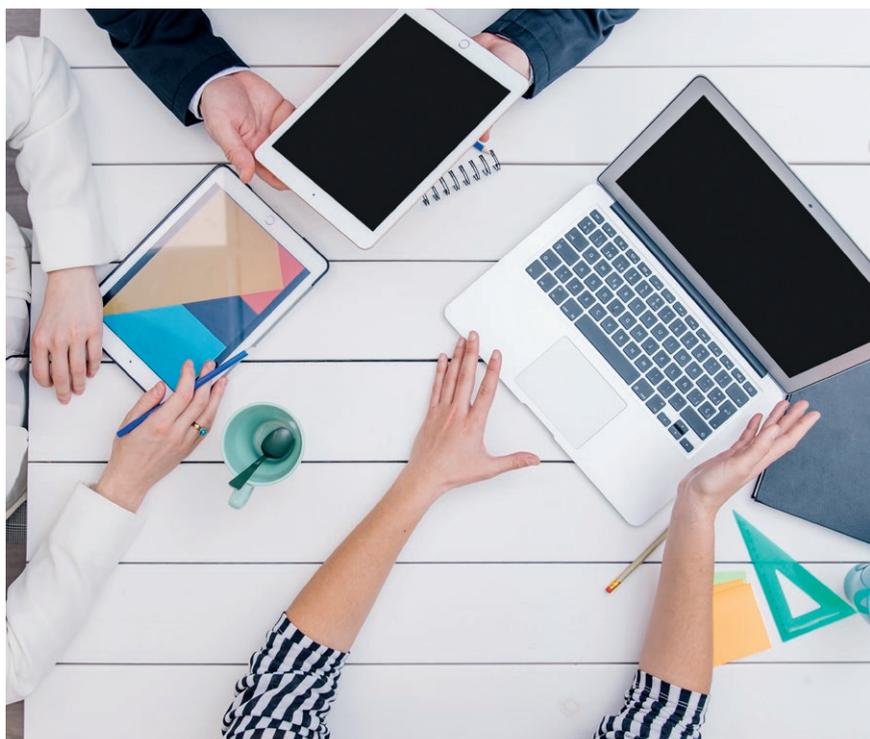
## Who Should Attend?

This course has been designed for professionals looking to develop their knowledge and skills in Digital Marketing for the specific purpose of driving sales growth.

DETAILS

## Location & Duration

Every Tuesday evening between 6.30pm to 9pm for 7 weeks, live from Independent College Dublin's campus on Foley Street, Dublin 1. The course is available through distance learning for people based throughout the country.



## Course Modules:

**Module 1 – An Introduction to Digital Marketing** - As an introduction we'll be providing a comprehensive overview on the world of digital marketing and speak on the various disciplines within the industry.

**Module 2 – The Digital Customer Lifecycle** - In this module the focus will be around understanding your customer online and the new age of marketing. You'll learn why adapting your sales strategy to this is essential in succeeding in the digital environment.

**Module 3 – Driving Sales through Website Optimization** - While it's important to drive traffic to your website if it doesn't drive sales and make it easy for your customer to purchase then it is only hurting your strategy.

**Module 4 – Google Analytics and Search Marketing** - You need to be there when your customers are looking for your services and Google provide a ton of services to help you do this. In this module we'll focus on ways you can improve your search presence to drive more sales.

**Module 5 – Social Media** - This module will cover the benefits of having an active social media strategy, how to choose the right networks for your business and making sure you leverage social media to help you drive sales and brand awareness.

**Module 6 – Inbound Marketing and Marketing Automation** - Content is king when it comes to digital marketing and making sure you have a consistent strategy around creating content and communicating to your customers is essential.

**Module 7 – Digital Strategy** - In this final module we'll be re-visiting all the previous modules to look at how you can create a digital strategy for your business.

## Accreditation & Course Work

The course is accredited by Independent College Dublin, one of Ireland's leading independent private third level institutions. We set the standard for private college education in Ireland and offer a wide range of quality academic, professional and skills development programmes from our city centre campus and online.

This course is delivered in association with GreenT Digital, experts in Digital Strategy and Education. Participants will be required to complete a practical assignment to be eligible for the award. Upon successful completion individuals will receive a Management Diploma in Digital Marketing from Independent College Dublin.

## Meet the Lecturers:



**Brian Hefferon** is an experienced marketer, entrepreneur and strategist. With a career spanning over 20 years, across a number of industries, Brian uses his commercial background to help businesses develop integrated digital strategies focused on driving sales. With a strong focus on data analytics he delivers solutions that allow clients to measure and manage the effectiveness of their digital activities, ensuring they get a return on their investment and grow their brand or businesses.



**Kevin Lydon** is the co-founder and Director of Green T Digital. He brings to the table 13 years' experience of working within the digital marketing sector across North America and Europe. He started building websites 20 years ago at the tender age of 15 working with basic HTML, paint and Dreamweaver. As the years and technology progressed he began learning other digital mediums, including inbound marketing, Google SEO and PPC, contemporary apps for online growth and became a fully rounded digital marketer.

\* Module topics and/or lecturers are subject to change

## How to Apply?

**Apply online:** [independentcolleges.ie/all-courses/](http://independentcolleges.ie/all-courses/)  
**Phone:** 01 877 3925  
**E-mail:** [admissions@independentcolleges.ie](mailto:admissions@independentcolleges.ie)  
**Address:** The Steelworks, Foley Street, Dublin 1