



## Online Marketing Diploma – Autumn 2010

*in association with The Digital Marketing Institute*

Dublin: **Option of** Afternoon session – 2pm – 5pm & Evening session: 6pm – 9pm  
 Cork – Afternoon session only 2- 5pm

| Course Module   | Autumn Dates   |
|---|--|
| Day 1: How the Internet has Impacted Marketing & Site Design and how it applies to Online Marketing             | <b>Dublin: Wed 22nd Sept</b><br><b>Cork: Thurs 23<sup>rd</sup> Sept (START)</b>                              |
| Day2: Search Engine Optimisation  | <b>Dublin: Wed 29<sup>th</sup> Sept</b><br><b>Cork: Thurs 30<sup>th</sup> Sept</b>                           |
| Day 3. Pay Per Click Marketing (focusing on Google AdWords) –   | <b>Dublin: Wed 6<sup>th</sup> Oct</b><br><b>Cork: Thurs 7<sup>th</sup> Oct</b>                               |
| Day 4: Social Networking part 1(including blogging, pocasting and RSS)  | <b>Dublin: Wed 13<sup>th</sup> Oct</b><br><b>Cork: Thurs 14<sup>th</sup> Oct</b>                             |
| Day 5: Social Networking part 2   | <b>Dublin: Wed 20<sup>th</sup> Oct</b><br><b>Cork: Thurs 21<sup>st</sup> Oct</b>                             |
| Day 6: Email Marketing in the digital marketing mix& Email Marketing & Data Protection - the Legal Requirements | <b>Dublin: Wed 3<sup>rd</sup> Nov</b><br><b>Cork: Thurs 4<sup>th</sup> Nov</b>                               |
| Day 7: Using Web Google Analytics to improve traffic and user navigation  | <b>Dublin: Wed 10<sup>th</sup> Nov</b><br><b>Cork: Thurs 11<sup>th</sup> Nov</b>                             |
| Day 8: Affiliate Marketing as part of the Online Marketing Mix  | <b>Dublin: Wed 17<sup>th</sup> Nov</b><br><b>Cork: Tues 16<sup>th</sup> Nov</b><br><b>Note: Cork a Tues!</b> |
| Day 9: Online Display Advertising – Create, Implement and Measure Online Advertising Campaigns                  | <b>Dublin: Wed 24<sup>th</sup> Nov</b><br><b>Cork: Thurs 25<sup>th</sup> Nov</b>                             |
| Day 10: New! Mobile Marketing   | <b>Dublin: Wed 1<sup>st</sup> Dec</b><br><b>Cork: Thurs 2<sup>nd</sup> Dec</b>                               |
| Day 11. Planning Digital Campaigns  | <b>Dublin: Wed 8<sup>th</sup> Dec</b><br><b>Cork: Thurs 9<sup>th</sup> Dec</b>                               |
| Day 12: Online PR and how to create an Online PR campaign /Planning and Implementing Online PR Strategy         | <b>Dublin: Wed 15<sup>th</sup> Dec</b><br><b>Cork: Thurs16<sup>th</sup> Dec (END)</b>                        |