



Online Marketing Diploma – Autumn 2010

in association with The Digital Marketing Institute

Galway Autumn Dates x 6 days

Autumn Dates	Course Module	Autumn Dates
Day 1 - Morning	How the Internet has Impacted Marketing & Site Design and how it applies to Online Marketing	(START) Wed 6th Oct Morn
Day 1 - Afternoon	Email Marketing in the digital marketing mix & Email Marketing & Data Protection - the Legal Requirements Search Engine Optimisation	Wed 6th Oct – pm
Day 2 - Morning	Search Engine Optimisation	Wed 13th Oct - am
Day 2 - Afternoon	Pay Per Click Marketing (focusing on Google AdWords)	Wed 13th Oct - pm
Day 3 - Morning	Online Display Advertising – Create, Implement and Measure Online Advertising Campaigns	Wed 20th Oct - am
Day 3 - Afternoon	Using Web Google Analytics to improve traffic and user navigation	Wed 20th Oct -pm
Day 4 - Morning	Social Marketing Part 1	Wed 27th Oct – am
Day 4 - Afternoon	Social Marketing Part 1	Wed 27th Oct - pm
Day 5 - Morning	Affiliate Marketing as part of the Online Marketing Mix	Wed 3rd Nov – am
Day 5 - Afternoon	Online PR and how to create an Online PR campaign	Wed 3rd Nov - pm
Day 6 - Morning	New! Mobile Marketing	Wed 10th Nov – am
Day 6 - Afternoon	Planning Digital Campaigns	Wed 10th Nov – pm (END)

Please note that the specific dates/lectures are subject to change