



Online Marketing Diploma

in association with The Digital Marketing Institute

€560 per participant

Course module	Winter Dates
Day 1. How the Internet has Impacted Marketing Day 1. Site Design and how it applies to Online Marketing	Dublin: Mon 15th Feb Cork: Thurs 11th Feb (START)
Day 2. Search Engine Optimisation Part 1 Day 2. Search Engine Optimisation Part 2	Dublin: Wed 17th Feb Cork: Tues 16th Feb
Day 3. Search Engine Optimisation Part 3 Day 3. The Importance of Off Page SEO & Link Building and Developing a Linking Strategy	Dublin: Mon 22nd Feb Cork: Thursday 18th Feb
Day 4. Pay Per Click Marketing (focusing on Google AdWords) – Part 1 Day 4. Pay Per Click Marketing (focusing on Google AdWords) – Part 2	Dublin: Wed 24th Feb Cork: Tues 23rd Feb
Day 5. Pay Per Click Marketing (focusing on Google AdWords) – Part 3 Day 5. Pay Per Click Marketing (focusing on Google AdWords) – Part 4	Dublin: Mon 1st march Cork: Thurs 25th Feb
Day 6. Using Web Site Analytics to improve traffic and user navigation Day 6. Using Web Site Analytics to improve traffic and user navigation	Dublin: Wed 3rd March Cork: Tues 2nd March
Day 7. Email Marketing in the digital marketing mix Day 7. Email Marketing & Data Protection - the Legal Requirements	Dublin: Mon 8th March Cork: Thurs 4th March
Day 8. Blogging, Podcasting, RSS and how they apply to and impact digital marketing Day 8. Using Social Networking as part of the online marketing mix	Dublin: Wed 10th March Cork: Tues 9th March
Day 9. Online PR and how to create an Online PR campaign Day 9. Planning and Implementing Online PR Strategy	Dublin: Mon 15th March Cork: Thurs 11th March
Day 10. Website Architecture for SEO & Online Marketing Success Day 10. Website Architecture for SEO & Online Marketing Success	Dublin: Mon 22nd March Cork: Tues 16th March
Day 11. Online Display Advertising – Create, Implement and Measure Online Advertising Campaigns Day 11. Online Display Advertising – Create, Implement and Measure Online Advertising Campaigns	Dublin: Wed 24th March Cork: Thurs 18th March
Day 12. Affiliate Marketing as part of the Online Marketing Mix Day 12. Media Planning and working with Clients and Digital Agencies	Dublin: Mon 29th March Cork: Tues 23rd March (END)

Options: There are 2 sessions available each day, either afternoon or evening. Please indicate the time slot you require when you book (These will be subject to final numbers)

Note: Once you commit to a session you are also committed to the time slot chosen as there can be no interchanging between afternoon and evening sessions. Availability of both time options are subject to final uptake by participants. (Min 8 per session)

Afternoon Session: 2pm – 5pm

Evening session: 6pm – 9pm