



Online Marketing Certificate

in association with The Digital Marketing Institute

€540 per participant

Course module	Autumn Dates
Day 1. How the Internet has Impacted Marketing Day 1. Site Design and how it applies to Online Marketing	Dublin: Wed 23rd Sept Cork: Thurs 24th Sept (START)
Day 2. Search Engine Optimisation Part 1 Day 2. Search Engine Optimisation Part 2	Dublin: Wed 30th Sept Cork: Thurs 1st Oct
Day 3. Search Engine Optimisation Part 3 Day 3. The Importance of Off Page SEO & Link Building and Developing a Linking Strategy	Dublin: Wed 7th Oct Cork: Thursday 8th Oct
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 14th Oct Cork: Thurs 15th Oct
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: Wed 21st Oct Cork: Thurs 22nd Oct
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 28th Oct Cork: Thurs 29th Oct
Day 7. Email Marketing in the digital marketing mix Day 7. Email Marketing & Data Protection - the Legal Requirements	Dublin: Wed 11th Nov Cork: Thurs 12th Nov
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 18th Nov Cork: Thurs 19th Nov
Day 9. Online PR and how to create an Online PR campaign Day 9. Planning and Implementing Online PR Strategy	Dublin: Wed 25th Nov Cork: Thurs 26th Nov
Day 10. Website Architecture for SEO & Online Marketing Success Day 10. Website Architecture for SEO & Online Marketing Success	Dublin: Wed 2nd Dec Cork: Thurs 3rd Dec
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 9th Dec Cork: Thurs 10th Dec
Day 12. Affiliate Marketing as part of the Online Marketing Mix Day 12. Media Planning and working with Clients and Digital Agencies	Dublin: Wed 16th Dec Cork: Thurs 17th Dec (END)

Options: There are 2 sessions available each day, either afternoon or evening. Please indicate the time slot you require when you book

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