



Digital Marketing Diploma – Autumn 2012

*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	Dublin: Wed 26th Sept Cork: Thurs 27th Sept (START)
Day2: Search Engine Optimisation	Dublin: Wed 3rd Oct Cork: Thurs 4th Oct
Day 3. Pay Per Click Marketing (focusing on Google AdWords) –	Dublin: Wed 10th Oct Cork: Thurs 11th Oct
Day 4: Social Networking part 1(including blogging, pocasting and RSS)	Dublin: Wed 17 Oct Cork: Thurs 18th Oct
Day 5: Social Networking part 2	Dublin: Wed 24th Oct Cork: Thurs 25thOct
Day 6: Email Marketing in the digital marketing mix& Email Marketing & Data Protection - the Legal Requirements	Dublin: Wed 31st Oct Cork: Thurs 1st Nov
Day 7: Using Web Google Analytics to improve traffic and user navigation	Dublin: Wed 7th Nov Cork: Thurs 8th Nov
Day 8: Affiliate Marketing as part of the Online Marketing Mix	Dublin: Wed 14th Nov Cork: Thurs15th Nov
Day 9: Online Display Advertising – Create, Implement and Measure Online Advertising Campaigns	Dublin: Wed 21st Nov Cork: Thurs 22nd Nov
Day 10: New! Mobile Marketing	Dublin: Wed 28th Nov Cork: Thurs 29th Nov
Day 11. Planning Digital Campaigns	Dublin: Wed 5th Dec Cork: Thurs 6th Dec
Day 12: Online PR and how to create an Online PR campaign /Planning and Implementing Online PR Strategy	Dublin: Wed 12th Dec Cork: Thurs 13th Dec (END)