



DIGITAL MARKETING INSTITUTE

DIPLOMA IN DIGITAL & ONLINE MARKETING



COURSE DURATION

The Diploma in Digital & Online Marketing starts on Thursday 23rd September at 6.30pm-9.30pm and continues for 12 Weeks.

COURSE COST

€ 1,495.00 per person
€ 995.00 for Biznetcork Members

HOW TO BOOK

ONLINE:

www.Biznetcork.com

PHONE:

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Tara@CorkChamber.ie

DATES

Start Date 23rd September 2010
6.30-9.30 Thursday Evenings

DIPLOMA IN DIGITAL MARKETING

OVERVIEW

Everyone in business, especially the marketing department, is expected to understand digital marketing. They have to know what is possible, achievable & effective within their budget. This Diploma in Digital Marketing course has been developed **by** digital marketing professionals **for** existing and aspiring digital marketing professionals. All of the lecturers are expert practitioners in their field. This course provides attendees with comprehensive introduction to the concepts and application of digital marketing. Real life case studies and a very practical approach provide a cornerstone to this course, ensuring that students understand the theory while being in a position to apply this in a very practical manner in their own business.

COURSE CONTENT OVERVIEW

The course covers all aspects of current thinking and application of online and digital marketing, including:

- Search Engine Optimisation
- Pay per Click Marketing
- Banner and other Digital Image Marketing
- Web Site Architecture
- Web 2.0 Technologies
- Dealing with Digital Agencies
- Affiliate Marketing
- Podcasting
- Blogging
- Social Networking
- Email Marketing
- Web Site Analytics
- Facebook
- Twitter
- Planning Your Campaigns

WHO SHOULD ATTEND?

The course will be highly relevant to anybody with responsibility for developing or implementing an organisation's online strategy, including senior & junior marketing personnel, marketing managers, communication specialists, business owners, webmasters and IT managers and personnel.

