



Online Marketing Diploma – Autumn 2011

*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: Tues 13th Sept Cork: Wed 21st Sept (START)
Day2: Search Engine Optimisation	Dublin: Tues 20th Sept Cork: Wed 28th Sept
Day 3. Pay Per Click Marketing (focusing on Google AdWords) –	Dublin: Tues 27th Sept Cork: Wed 5th Oct
Day 4: Social Networking part 1(including blogging, pocasting and RSS)	Dublin: Tues 4th Oct Cork: Wed 12th Oct
Day 5: Social Networking part 2	Dublin: Tues 11th Oct Cork: Wed 19th Oct
Day 6: Email Marketing in the digital marketing mix& Email Marketing & Data Protection - the Legal Requirements	Dublin: Tues 18th Oct Cork: Wed 26th Nov
Day 7: Using Web Google Analytics to improve traffic and user navigation	Dublin: Tues 25th Oct Cork: Wed 2nd Nov
Day 8: Affiliate Marketing as part of the Online Marketing Mix	Dublin: Tues 1st Nov Cork: Wed 9th Nov
Day 9: Online Display Advertising – Create, Implement and Measure Online Advertising Campaigns	Dublin: Tues 8th Nov Cork: Wed 16th Nov
Day 10: New! Mobile Marketing	Dublin: Tues 15th Dec Cork: Wed 23rd Nov
Day 11. Planning Digital Campaigns	Dublin: Tues 22nd Nov Cork: Wed 30th Nov
Day 12: Online PR and how to create an Online PR campaign /Planning and Implementing Online PR Strategy	Dublin: Tues 29th Nov Cork: Wed 7th Dec (END)