



Duration: 10 Weeks, Part-time
Tuesdays 6.30pm – 9.30pm
Start date*: September 2023
Study Mode: On-campus
Fees**: € 1,700

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Professional Diploma in Digital Marketing (DMI)



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Professional Diploma in Digital Marketing (DMI)

Whether you're a complete beginner, business owner or marketing professional looking to upskill, this course will help you with customer conversions and much more, considerably adding to your digital marketing skillset.

Studying the Digital Marketing DMI will equip you with the skills needed to progress onto higher-level studies or to enter one of the following roles: advertising account manager, channel marketing manager or senior marketing executive.

“When I decided to rejoin the workforce, I recognised the digital skills gap in my CV and knew it needed to be addressed before approaching potential employers.”

Sinead Brophy-Holmes
Digital Marketing Diploma graduate

What will I experience?

Throughout the programme, you will develop your understanding of the consumer experience in a digital world whilst building digital marketing skills in components such as mobile marketing, social media marketing and SEO.

What will I learn?

- Content marketing
- Social media marketing
- Search engine optimisation
- Paid search and google ads
- Website optimization



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