



QQI Digital Marketing 5N1364

Course Information

2017 – 2018



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The aim of this module is to equip the Learner with the knowledge, skills and competence to build and implement digital marketing strategies and activities, under supervision, using a range of e-tools within a range of digital marketing contexts. The learner will appreciate and evaluate current digital marketing practices with traditional forms of marketing and develop digital marketing plans for businesses/clients.

Learning Outcomes

1. Outline the unique characteristics of the web as a marketing medium.
2. Differentiate digital marketing from traditional marketing practice.
3. Identify digital marketing strategies and explain their integration with traditional marketing.
4. Outline the stages of analysis, development, implementation and control of digital marketing campaigns.
5. Identify e-tools to include social media marketing, blogs, rich media, email marketing, search engine optimization, online advertising and their application to digital marketing campaigns.
6. Outline strengths and weaknesses across a range of e-tools.
7. Develop customized digital marketing campaigns to include the use of e-tools.
8. Evaluate the effectiveness of campaigns using analytical e-tools.
9. Plan a digital marketing campaign from inception to completion.
10. Choose appropriate e-tools to implement a digital marketing strategy.
11. Monitor digital marketing campaigns and use e-tools to include web analytics, social media monitoring and social bookmarking, to measure their effectiveness.
12. Demonstrate a range of client management relationship skills to establish and maintain the business-to-

Assessment

Portfolio / Collection of Work 50%, Project 50%

Duration

10 x 3 hour classes plus self-directed fully supported learning.

Fees & Payment Options

- Course fee: in full €350, or 2) Flexi-payments/Funding 3) In-Company - separate quote
- You may qualify for funding by contacting your local Intreo/DSP Office.

Learner Progression

Learners who successfully complete this course may use the associated credits towards a Major Award.

Next Start Date: _____ 42 Mount Street, Mullingar, Co. Westmeath. Ph: (044) 934 2754