

## Post Graduate Diploma in Digital Marketing & Online Communications



## Welcome

I'm delighted to take this opportunity to welcome and thank you for your interest in our Institute.

We have a very simple ethos that has resonated since our inception — our belief that when you enrol on a course you are not just a student but, more importantly, a customer.

This ethos substantiates the core rules of engagement in building a long lasting relationship between you, me, our lecturers, your organisation and indeed our professions. Our reputation has been built on creating brand ambassadors for the European Institute of Communications and its academic faculties of Public Relations, Social Media and Digital Marketing.

Your course programme has been designed to ensure that we encapsulate all that is current and relevant so that you can achieve your goals and objectives, no matter what they be. I and my team look at your journey as a partnership. That partnership starts right now and I welcome the opportunity to speak and or meet with you to ensure that your decision is the right decision for you.

Please feel free to contact me directly on +35387 0655791 or by email [eugenegrey@europeaninstitute.ie](mailto:eugenegrey@europeaninstitute.ie).



Kind regards



Eugene A. Grey FEIPR FPRII FEIC  
Director of Education



## About the Europe Institute of Public Relations

The European Institute of Public Relations is a specialist academic Institute facilitating course programmes for the professional public relations and communications industries.

Part of the larger European Institute of Communications, which has in excess of 3876 members and is based in Leuven (Belgium) and Dublin (Ireland). Our professional academic importance and status is recognised by its acceptance of membership by the **Global Alliance PR** (Global Alliance for Public Relations and Communications Management) and by **EUPRERA** (European Public Relations Education and Research Association).

In addition, we have been facilitating the Public Relations Institute of Ireland (**PRII**) national Diploma in Public Relations (DipPR) since 2003 and have finished with the top students consecutively for the last 6 years and consistently returned the highest national results.

All the lecturers within the Institute are highly regarded practising professionals with extensive academic experience ensuring that all candidates expand their knowledge base across the current spectrum of public relations at a national & European level.





## Post Graduate Diploma in Digital Marketing and Online Communications

The Post Graduate Diploma in Digital Marketing and Online Communications programme aims to equip candidates with the practical skills to operate all the elements of online communication engagement with targeted stakeholders. It will provide the practical knowledge and professional skills so that candidates can create, manage and implement strategic and communications campaigns. Whether as an in-house practitioner or as a consultant, the programme will enhance and culminate the professional and or academic skillsets of candidates to maximise their strategic creative and planning attributes in the world of communication.

### Who Should Undertake this Programme

The programme has been designed for a range of candidates:

- Those working in Marketing, Sales, PR, Internal Communications, Event Management and general business that want a professional academic qualification which substantiates and recognises their professional status and experience.
- Those candidates who are looking for a career change and or to expand and increase their professional skillsets.
- Recently qualified graduates who wish to specialise in Digital Marketing and work in-house or in a consultancy.
- PR and Marketing professionals who need to develop an online communications strategy..

### Course Options

The Post Graduate Diploma in Digital Marketing and Online Communications programme is available

1. Part time evening
2. Long distance (via online live broadcasts)

*In the case of part time and long distance (online) you will never miss a lecture as recordings are available.*

### Course Accreditation & Recognition

The Post Graduate Diploma in Digital Marketing and Online Communications programme is a professional industry programme and is accredited by the European Institute of Communications. The European Institute of Communications are Institutional members of the **Global Alliance PR** (Global Alliance for Public Relations and Communications Management) and **EUPRERA** (European Public Relations Education and Research Association).

## **The Post Graduate Diploma in Digital Marketing and Online Communications**

### **Course Objectives**

This course is tailored to provide candidates with the practical knowledge, skills and capabilities to create and implement a full online PR & Communications strategy for brand, business or client. This module will equip candidates with the core skills and techniques needed to integrate online campaigns seamlessly in to their overall marketing and PR Strategies strategy. The course will provide candidates with a thorough knowledge and understanding of social media and digital marketing as follows:

- To have an overall comprehension of the tools and techniques of communication to engage your online audience.
- The function of online communication and brand identity to protect business representation and delivery of the organisation's communication objectives, organically and through paid media, aligned to the business plan.
- Tools and techniques associated with creating a strong brand message and digital strategy
- The fundamentals of online communication and brand representation.
- Comprehension of the digital landscape, and legalities involved in paid sponsorship/brand endorsements.
- Proactive and reactive communication, customer service and social media monitoring.

### **Course Learning Outcomes**

On successful completion of this module, candidates will demonstrate a thorough understanding of and will have the ability to:

- Understand the different target audiences on each platform, and garner greater awareness of the content styles relevant to each.
- Understand the principles of advertising on all social platforms in tandem with the methods and advertising formats available.
- Have a comprehensive understanding of analytical tools, and how to react and respond to data.
- Write and design advertising copy.
- Develop understanding of the importance of relevant targeting to each advertising method.
- Be capable of designing, implementing and evaluating a social media and digital advertising campaign relevant to their key target audience.
- Show commercial awareness, to understand the importance of research and planning in digital marketing, and develop the ability to think strategically.
- Develop brand identity in line with corporate and brand guidelines.
- Implement a site and blog-wide SEO strategy, while keeping abreast of best practices of content writing and digital trends.

## The Post Graduate Diploma in Digital Marketing and Online Communications

### Modules & Course Content

**Facebook:** Why your business needs Facebook page; Maximising the branding of your page; How to reach, funnel and advertise to your target market Understanding the differences between various posts on Facebook; Learning how to combat negative comments; Using Facebook to drive traffic to your website and drive conversions; Statistics and analytics – Know what’s working and what’s not; Facebook Tools and Techniques; Facebook Advertising – How to target the right audience, re-marketing & finding new customers; Measuring the success of Facebook ad campaigns

**Twitter:** Understanding the terminology; The importance of Twitter Lists and how to use them; Developing Twitter campaigns; Twitter Advertising, Using Twitter as a Customer Service tool; Tracking and statistical tools; Building a following; Branding your Twitter profile; Twitter Do’s & Don’ts; Twitter Management tools

**YouTube:** The importance of video content; How to gain an audience; Understanding and reaching your target audience; How to optimise your YouTube Channel; Tagging and optimisation of video content; Including Video content in your Social Media Campaign; Video editing and designing tools; Production & Costs of online videos

**LinkedIn:** How to use LinkedIn as a professional networking tool, creating a successful profile to further your organisational goals; Don’ts of LinkedIn; Benefits of online professional networking; Using LinkedIn as a sales tool; Building connections; Creation and maintenance of Groups for Business; Using LinkedIn as a job searching or recruitment tool; Company Showcase pages on LinkedIn. LinkedIn for Business and additional reach-building technique.

**Pinterest:** What is Pinterest and why is it important; How to build an audience on Pinterest; Increasing your brand authority on Pinterest; Generating “back-links” and the importance of Pinterest to SEO; Using Group boards.

**Instagram:** Why Instagram is important in B2C Social Media Marketing; How to use Instagram; How to schedule content on Instagram; How to identify your target audience on Instagram; How to cultivate a following on Instagram; How, why and when to use hashtags; How to measure your Instagram Activity. Instagram advertising.

**Snapchat:** Why use Snapchat in Social Media Campaigns; How to build your audience on Snapchat; Generating creative marketing campaigns on Snapchat; How to utilise other Social Media platforms to maximise Snapchat marketing success and vice-versa; The introduction of VM as a marketing tool.

**Blogging:** The importance of blogging; Blogging to increase SEO, How to boost your blog; Sourcing topics and content; Tagging and optimisation of posts; Best Practices; Building relationships; Social Sharing of Blog posts; How to use Blogging as social content and encourage sharing.

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### Modules & Course Content Continued

**Search Engine Optimisation (SEO):** Overview and Understanding: What is SEO and how it affects your business. On-page and off-page optimisation. Keyword Research, analysis, evaluation and tools. Content building and optimisation. Link building and measuring effectiveness.

**Google Analytics:** How to install Google Analytics; What information is Google Analytics tracking; How to read data from Google Analytics; Understanding what changes to make from data received; Personalising Dashboards; Learn about your audience; Generating reports; Creating and analysing goals and events.

**Google AdWords: Search Network** How to create successful campaigns; Choosing the right campaign for your objective; Understanding Campaign Structure; Choosing the right keywords & the right bid; Understanding Bidding and Budgets; Defining your objectives; Creating Ad Extensions; Creating an Effective Ad; Creating an Effective Landing Page; Understanding Google's Quality Score; Measuring the success of campaigns

**Display Network Advertising:** Understanding the display network. Bidding types and targeting; Understanding how to increase your Click-Through-Rate (CTR); Monitoring, Evaluation and best practices.

**Email Marketing:** What is an Email Newsletter; Advantages of Email Marketing; Building your database; Understanding your Audience; Using Call-to-Actions; A/B Testing; Creating eye catching subject Lines; How to increase engagement & open rates  
Monitoring and evaluating the success of e-campaigns; Best practices

**Mobile Marketing:** Why Mobile Marketing is so important; Types of Mobile Marketing; How Mobile Marketing has grown in Ireland; Advantages of Mobile Marketing; Mobile Apps; Planning your Mobile Strategy

**Strategic Planning:** This module demonstrates the importance of strategic planning and applies practical application of all modules covered in the Postgraduate Diploma in Digital Marketing.

## **The Post Graduate Diploma in Digital Marketing and Online Communications**

### **Entry Requirements, Course Structure & Fees**

Candidates must be at least 20 years of age and preferably have a professional background or experience in the broader professional communications arena including marketing, sales, communication, public relations, customer service, political environment and business. Alternatively, have a minimum of a third level qualification or higher.

The course will be held over a thirty hour period with lectures once weekly over a 10 week period. In addition, candidates will be expected to undertake additional self-study and direction. Guidelines will be given in this regard. The course will be assessed by a series of assignments and one major campaign project.

Course fees amount to €1150 with an assessment fee of €110, payable upon submission of the final project at the end of the programme. Student membership of the European Institute of Digital Marketing is automatically included in the course fees. Upon successful conclusion candidates will be conferred with their **The Post Graduate Diploma in Digital Marketing and Online Communications** and can apply to become full professional members of the European Institute of Digital Marketing and therefore entitled to use the letter MEIDM.





# EUROPEAN INSTITUTE OF PUBLIC RELATIONS

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