About the Course

This course aims to equip learners for success in today's digital marketing landscape. It will clarify and demystify the core concepts, show how a robust and useful strategy is implemented and walk through the key channels in practical terms.

Learners should leave each lecture feeling excited and inspired to try new things. After completing the course, they should feel like they have levelled up as a marketer, and that in choosing UCD Professional Academy they found something exceptional worth telling other people about.

Entry Requirements

No special experience or qualification in digital marketing is required. The purpose of the course is to equip beginner to intermediate learners with the tools and insights needed to kickstart or validate a digital marketing career. However, learners should have an interest in digital marketing and the desire to succeed.

Prospective learners for whom English is not a native language are welcome to undertake the course. It is the responsibility of the learner that their proficiency in English is equivalent to IELTS level 6.5 or higher to participate and complete assignments successfully.

Learning Outcomes

By the end of this course, learners will be able to:

- Demonstrate an understanding of digital marketing strategy - its importance and its purpose, and how one should be structured and developed
- Be fluent with the concepts and terminology of the discipline. Not just the jargon but the underlying principles of how to operate in modern marketing
- Present marketing campaign ideas, execution and results through clear communication that works for a wider stakeholder audience
- Show understanding and competence in the most prominent platforms and tools in marketing today
- Demonstrate a basic understanding and fluency in data-led marketing, being able to consume data and then produce useful reports for stakeholders

Course Structure Options

- **Live Online:**
    - o **Part-time (morning):** one morning per week, 9:30am to 1:00pm, 12 weeks
    - o **Part-time (evening):** one evening per week, 6:30pm to 9:30pm, 12 weeks
    - o **Full-time/Bootcamp:** Monday to Friday, 9:00am to 4:00pm, 5 days
- **On Demand:** Approx. 36 hours of pre-recorded course material, study at your own time/pace
- **On Campus (UCD Belfield):** One evening per week, 6:30pm to 9:30pm, 12 weeks

Course Breakdown

Module	Overview	Topics/Area Covered
1. Introduction to Digital Marketing	Learn about the core principles and concepts about marketing, digital marketing and the key channels on the market.	• Integration with traditional channels • Current challenges for digital marketers • Audience research and data-led marketing
2. Building a Digital Marketing Strategy	Create a real-world digital marketing strategy, understand how it is documented and how it is used.	• Defining and agreeing objectives and KPIs • Building out tactical plans and executing the strategy • Presenting strategy and gaining buy-in from stakeholders
3. Customer Experience - Your Brand & Website	Learn about establishing a brand presence and controlling it as far as possible. Discover the ingredients of a website that delivers a smooth user experience but also gets results.	• Crafting your brand's digital experience • Usability and accessibility - impact on users and SEO results • Conversion rate optimisation strategies
4. Search Engine Optimisation (SEO)	Learn how to get found online, the primary objective of every strategy. Use SEO to rank high in Google searches using keyword research, quality content, engagement, and conversions.	• Content planning • Technical SEO • Building reputation across the Internet • Optimising results with Google Search Console
5. Paid Search with Google	Discover how to drive traffic and revenues using paid campaigns on Google Ads. Learn about bid auctions, optimising search campaigns, tracking successful conversions, and using insights from Google Analytics.	• Research and keyword planning • Walk through a working campaign • Managing campaigns • Measurement and reporting
6. Email Marketing, Automation and CRM	Email marketing is still one of the most valuable marketing tactics. Understand Customer Relationship Management (CRM), using email as a channel, and integration automation for interconnected sales and marketing funnels.	• Basics of email as a channel - lists, sending, tech stack, regulatory considerations • CRM, email and automation

		Practical walk-through of an email marketing scenario
7. Social Media - Organic Community Building	Learn about the current social platforms, and how to build campaigns and genuine communities online. Learn how to grow and engage a community around your offering.	- Content strategy for social media - Audience development and engagement - Campaigns and integration with other channels
8. Paid Social Media - Driving Results in Social	Reach new and existing audiences with paid marketing campaigns. Drive results in key use cases, such as eCommerce sales and lead generation.	- Overview of Facebook, LinkedIn, TikTok, and other leading platforms - Examining the principles and economics of PPC through a social lens - Remarketing, segmentation and multivariate testing
9. Video - TikTok, YouTube and Stories	Leverage the modern appetite for video with advertising campaigns across multiple channels, such as Youtube, Facebook, Instagram, and TikTok. Learn how to create stories, reels and video, and how these formats play their roles in achieving your marketing objectives.	- Case studies of how modern brands use video - Video creation workshop - creating engaging visuals with accessible tools - Creating a story for your business
10. Content Creation - Copywriting, Photography & Podcasting	Tactical workshop explaining best practice in the areas of copywriting, photography and podcasting.	- Learn about tone of voice, headlines, articles, social copy, micro copy and email - Imagery - the fundamentals of photography and graphic design - Podcasting - how to plan, produce and promote a show for a business that generates results
11. Measurement and Analytics	Data is critical to any modern business. Gain a general understanding of the technology supporting data analytics. Learn how to dig into your audience's characteristics and online behaviour through key metrics so that you can tailor your offering.	- Introduction to Google Analytics with walkthrough of key areas - How integrated platforms yield more cohesive measurement - How to present digital marketing

12. Case Study - Work Through a Real Brief Together	A hands-on recap of all aspects of the course through a practical session that examines and responds to a digital marketing brief.	• Role and importance of a digital marketing brief • Work through the real campaign brief and unpack what it tells us • Work on different parts of the brief and finally put everything together

Course Assessment

Assessed Component	Weighting	Deadline
Final Project: Digital Marketing Strategy (approx. 3000 words)	100%	2 weeks after course completion

**On Demand: The final project can be completed and submitted either by week 12 (for early grade release) or latest by the end of the 18 week course

The goal of the assignment is to demonstrate that learners can formulate a digital marketing strategy for a brand that responds to the challenges of the organisation, is relevant in the current context, and accountably drives business results