

CERTIFICATE IN SOCIAL MEDIA MARKETING (NFQ LEVEL 6 SPECIAL PURPOSE AWARD)

One year part time with 30 credits

Who is this course for?

Short course offering key practical skills in social media for industry and non-profit organisations.

Quickly learn key social media and digital marketing skills and bring into workplace immediately

Shorter version of BA in Digital Marketing at TU Dublin – Tallaght Campus.

Entry Requirements

Under 23 applicants must have ordinary level Grade 06 or better in five subjects. The subject list must include either English or Irish. Ordinary level Mathematics Grade 06 or better is also a requirement to apply for year one of this course.

If a mature student (over 23 on 1 January 2019) you may be exempted from this requirement and are eligible to apply. All applicants must have competence in spoken and written English.

Course Timetable

Winter Semester (Sept-Dec)

Tuesdays 6-10pm

Wednesdays 6-10pm

Saturdays * 2 weeks

Spring Semester (Jan – May)

Tuesdays or Wednesday

One full Evening/One ½ Evening

Who can apply?

This course is open to all eligible students

Course Summary

- ✓ This course responds to current skills needs of Dublin and global tech sector.
- ✓ Close links with technology hubs and Digital Docklands.
- ✓ Developing core Marketing and Applied Digital Skills.
- ✓ Social Media. Marketing & Global PR
- ✓ IT, APPS and Social Media
- ✓ Core module – Marketing Technology Landscape – to prepare graduates for changing trends in digital transformation of all organisations.
- ✓ Social Media. Data Analytics. IT. Design. Business.

Career Opportunities

- Social Media
- Content Creators and Designers
- Community Managers
- Digital Marketers
- Advertising and Communications

For further information – course specific

Please Contact: mad@it-tallaght.ie

For queries on the application process

Please contact LLL@it-tallaght.ie or phone the Lifelong Learning Team @ 01-4042101