APPROVED

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| **Programme Code** | DIGIMARK | **Programme Duration** | 1 |
| **Programme Level** | 8 | **EQF Level** | 6 |
| **EHEA Level** | First Cycle | | |
| **Semester Duration** | 0 Week(s) | | |
| **CAO Code; QQI Progamme Code etc** | **Code** | | |

## Programme Outcomes

On successful completion of this programme the learner will be able to :

| Description |
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| Evaluate a strong portfolio of marketing data, assess various sources and types of information and through synthesis of complex information aid decision-making and reduce the risk of failure in a marketing context. |
| Demonstrate competency in advanced digital marketing skills, and have strong ability to undertake research and communicate resulting ideas, strategy and marketing materials. |
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| Demonstrate a high level of knowledge concerning tools and techniques of digital strategy underpinned by understanding of legal and regulatory considerations. |
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| Participate in debate and discourse regarding contemporary digital marketing with the ability to consolidate their base of knowledge to inform decision making and respond to relevant business situations through appropriate, ethical and creative means. |
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| Evaluate a strong portfolio of marketing data, assess various sources and types of information and through synthesis of complex information aid decision-making and reduce the risk of failure in a marketing context |
| Demonstrate a capacity to articulate reasoning and justify strategy in variable and unfamiliar contexts, as well as show an appreciation for the ethical, social and policy impact of digital marketing practice |
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| Demonstrate a capacity to articulate reasoning and justify strategy in variable and unfamiliar contexts, as well as show an appreciation for the ethical, social and policy impact of digital marketing practice. |
| Develop a critical facility in how to respond to variable and unfamiliar terrain in the constantly changing landscape of digital marketing independently, professionally and ethically. |
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| Demonstrate a capacity to articulate reasoning and justify strategy in variable and unfamiliar contexts, as well as show an appreciation for the ethical, social and policy impact of digital marketing practice. |
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| Evaluate a strong portfolio of marketing data, assess various sources and types of information and through synthesis of complex information aid decision-making and reduce the risk of failure in a marketing context. |
| Demonstrate a capacity to articulate reasoning and justify strategy in variable and unfamiliar contexts, as well as show an appreciation for the ethical, social and policy impact of digital marketing practice. |

# Semester Schedules

## Stage 1 / Semester 1

| Core Subject | |
|---|---|
| **Module Code** | **Title** |
| H8DMLS | Digital Marketing Landscape and Strategy |

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| H8DMPMM | Project Management and Measurement for Digital Marketing |

## Stage 1 / Semester 2

| Core Subject | |
|---|---|
| **Module Code** | **Title** |
| H8DMSMPR | Social Media Marketing & PR |

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| H8DMTUX | Technology and User Experience |

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| H8DMTUX | Technology and User Experience |