



# Professional Diploma in Marketing and Digital Strategy



# 33%

of the average marketing budget is now spent on marketing technology.

## Create a company focused on the needs of your customers

The purpose of business is to create a business enterprise has two — and only two — basic functions: marketing and innovation. Marketing is the distinguishing, unique function of the business.

Organisations wishing to capture the attention of their customers generate leads effectively, build their brand's reputation, engage with their employees, and utilise the data they collect, must put marketing capability as the central organising principle towards success.

The Professional Diploma in Marketing and Digital Strategy offers the vital ingredients for business development, sales and marketing managers to take the lead in their marketplace. In a crowded market, it is the organisations with the right message delivered at the right time and in the right way that will grow and flourish.

With almost all organisations well along the road of 'going digital', leaders now must do the same. Whether they are marketing experts or organisational leaders in other divisions, marketing can lay out the roadmap towards satisfying current and future customer needs while growing the business in the long-term.

### This programme is for you if:

- › If you are a business and marketing professional who wants to equip themselves with the latest developments in the rapidly changing world of marketing.
- › For marketing, sales and business development professionals who have a primary degree and/or professional marketing qualification (MMII graduate or international equivalent) and who now have significant marketing responsibility.



### A Graduate's View:

// The IMI Professional Diploma in Marketing and Digital Strategy opens up a whole new world. It enables you to build, design and sell a compelling value proposition which is targeted towards the right customers and the right markets. It gives you the ability to create a marketing strategy that focuses on delivering value for both your customer and your company and provides you with the tools to drive sustainable growth.//

Jillian Mallon, Senior Program Manager

VMware Global Services Strategy and Operations



## Programme Themes:

### 1 Marketing Strategy in a Digital World

- › Explore the role of marketing and digital marketing in strategy as a process that unlocks opportunity through differentiation.
- › Learn how to deliver a marketing and a digital marketing strategy through a concrete plan.

### 2 Customer, Competitor, Company & Market Analysis

- › Gain insights on your organisation's environment and your customer's changing needs in order to develop an appropriate marketing and digital strategy for your business.

### 3 Segmentation, Targeting and Brand Strategies

- › Identify the segments in your market space, selecting those with the best fit, progressing to positioning and branding the products and services.

### 4 Marketing Tactics

- › Examine elements of the marketing mix, product management and development, marketing channels and distribution, and the role of pricing.

### 5 Marketing Communications

- › Develop traditional and digital marketing communications tools, including direct communications techniques, inbound marketing and social media.

### 6 Marketing Planning and Measurement

- › Plan and measure for success by implementing online and offline metrics.

### 7 Strategic Marketing Plan

- › Complete a marketing plan for your business (or SBU, product or channel plan).

## Professional Diploma in Marketing and Digital Strategy

## This programme will equip you to:



Become more market driven with the insights, tools, techniques and the energy and motivation to be one step ahead of your competitors.



Evaluate the industry, the market and organisation to inform marketing decisions for growth.



Recommend a marketing and digital marketing strategy (including a brand strategy) for your organisation and develop a marketing and digital marketing organisational plan.

## IMI Master of Business Framework

The flexible developmental journey demanded by professionals today so that they can become the future-fit leaders of tomorrow.

You determine the pathway that best suits your development needs. Once you have completed your chosen journey, you will receive either an MBS or an MSc, depending on your chosen path.

You can complete the taught element of each Professional Diploma on a modular basis over a 6-month period, and you have up to five years to complete all elements of the Framework.



**Eva Perez**  
Programme Director

Eva has over 10 years of lecturing experience in the areas of digital marketing strategy and implementation. Eva is an active researcher and acts as a consultant, coach and trainer for organisations.

**Programme | Dublin:**  
**Next Start Date** Spring 2020

The programme is run over 6 x 3-day facilitated workshops.

For more information, including a full listing of module dates, please contact our programme advisors at [programmeadvisors@imi.ie](mailto:programmeadvisors@imi.ie)

**Price:**  
Corporate Member: €8,390  
SME: €9,190  
Non-Member: €9,990



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