

# Professional Diploma in Digital Marketing Strategy



# 33%

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

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

Marketing is a very dynamic and innovative industry which has changed dramatically in the last few years due to rapid developments in technology.

The newly updated Professional Diploma in Digital Marketing Strategy is up to date with a focus on developing and implementing a digital marketing plan adjusted to your organisation's needs. The programme is delivered by industry and academic experts to provide you with updated knowledge and skills in marketing.

The Professional Diploma in Digital Marketing 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:

- › You are a professional with an ambition to play a leading role in developing and implementing marketing and digital marketing strategies in your organisation.
- › You are a marketing, sales or business development professional with a primary degree and/or professional marketing qualification (MMII graduate or international equivalent) and 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 Understanding and targeting customers**
  - > Gain insights on your consumer's behaviour and buying processes
  - > Identify the segments in your market space, selecting those with the best fit, progressing to positioning and branding the products and services.
- 3 Marketing Mix**
  - > Examine elements of the marketing mix, product management and development, marketing channels and distribution, and the role of pricing.
- 4 Integrated marketing communications**
  - > Develop traditional and digital marketing communications tools, including direct communications techniques, inbound marketing and social media.
- 5 Digital Marketing Strategy – Capstone module**
  - > Complete and implement a digital marketing strategy for your business, product, SBU or channel plan.

Professional Diploma in Digital Marketing 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.

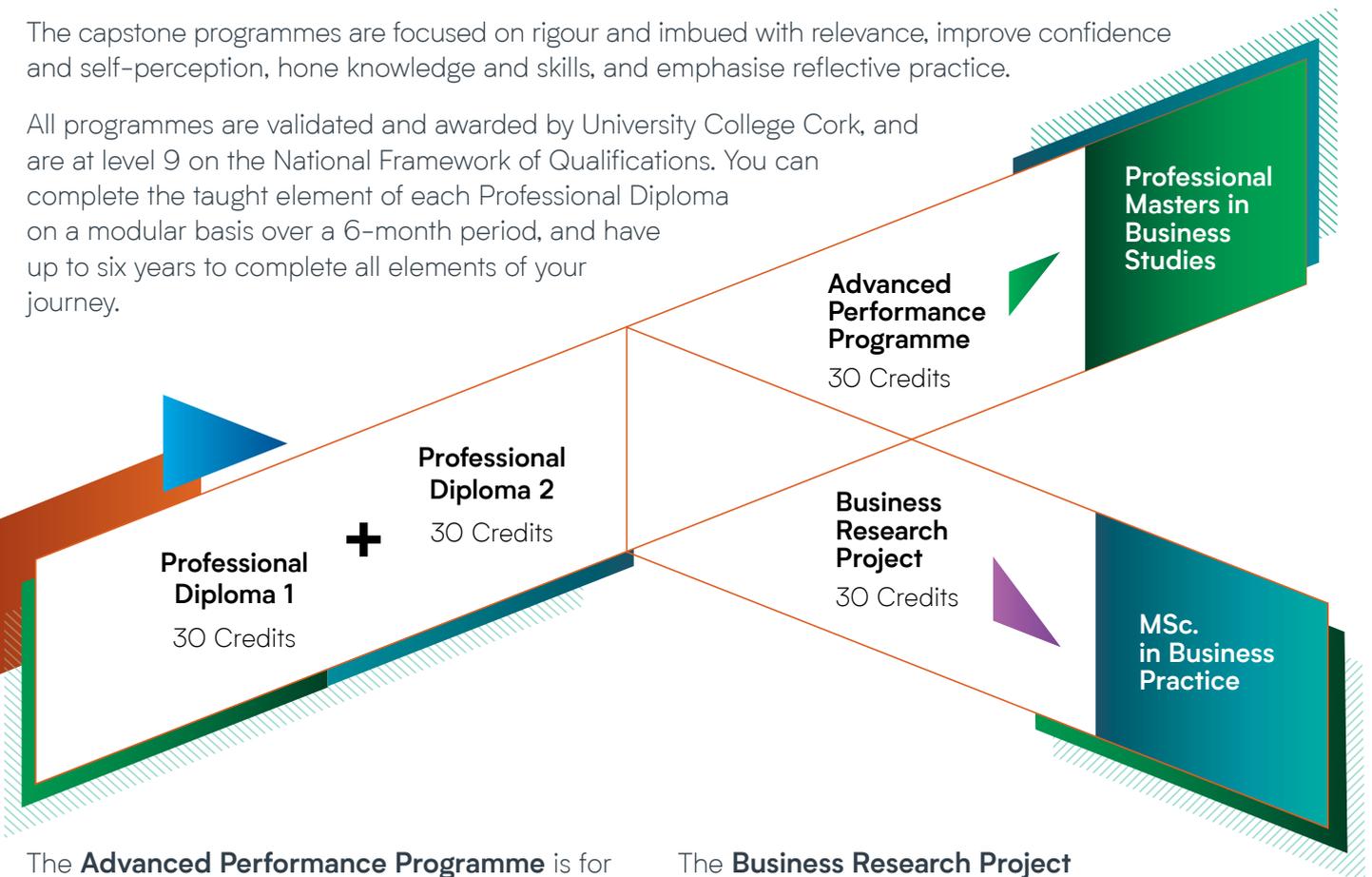
# Master of Business Framework

The Master of Business gives you the flexibility to choose the subjects that are right for your needs, while building up to a Masters Degree qualification. Each element of your journey promises to be an energising learning experience leading to a world class qualification.

There are two pathways you can take to achieve your Masters qualification with IMI. Both pathways require you to complete two Professional Diplomas before choosing a final capstone programme to bring your learning together in an integrative experience, that will positively impact your professional career and your organisation.

The capstone programmes are focused on rigour and imbued with relevance, improve confidence and self-perception, hone knowledge and skills, and emphasise reflective practice.

All programmes are validated and awarded by University College Cork, and are at level 9 on the National Framework of Qualifications. You can complete the taught element of each Professional Diploma on a modular basis over a 6-month period, and have up to six years to complete all elements of your journey.



The **Advanced Performance Programme** is for professionals who want to bring their leadership capabilities to a new level. Through a blended focus on the environment, the organisation, and the individual, the APP serves to synthesise the learning outcomes of your IMI journey.

Designed and delivered in partnership with Cork University Business School, this pathway will lead to a Professional Masters in Business Studies, Ireland's first Professional Masters of its kind.

The **Business Research Project**

is for those professionals who want to address a complex business challenge and execute a strategy or develop a strategic response that could change the future of their organisation.

This pathway will lead to a MSc. in Business Practice award.

# Programme Delivery

Our High Impact Transformation learning approach lies at the core of all IMI programmes, meaning these sessions are always interactive, engaging and experiential.

Action and experiential learning — doing and reflecting — is a highly effective leadership and team development technique, which you will find enjoyable, challenging and in many cases transformational.

## Dates:

Facilitated Workshops: Virtual

- 1) 08, 09 & 10 November 2021
- 2) 06, 07 & 08 December 2021
- 3) 10,11 & 12 January 2022
- 4) 07, 08 & 09 February 2022
- 5) 07, 08 & 09 March 2022
- 6) 25, 26 & 27 April 2022



### Autumn delivery:

The health and wellbeing of our participants, faculty and staff remains our priority and we have implemented a range of safety measures to continue to adhere to government guidelines.

For this Autumn, our intent is to return to a blended delivery format with a mix of on-site classroom experience and part or wholly online via the IMI Virtual Learning Environment. The balance of in person workshops and online delivery will be informed by government guidelines and from surveying intending participants, and may also vary according to the programme.

We will update this message on a regular basis as new information is made available.



**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.

#### Price:

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

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



# Participant information

## Entry Requirements

A candidate's eligibility for each programme will be determined by a combination of their academic qualifications and/or relevant professional experience. Each applicant will be required to complete the IMI "Portfolio of Learning" application form. A primary degree from a recognised third-level institution (NFQ level 8), with a minimum classification of Second Class Honours, will typically be required with five years relevant work experience, at least 3 of which must be at managerial level, however, prior workplace learning will be recognised where applicants do not meet the academic requirement.

This experience may come from a general business or organisational background, or experience working at a management level or in the area specifically related to the Diploma.

Each candidate will meet with the Programme Directors, who will interview applicants in person virtually or physically. The IMI Office of the Registrar will oversee all applications, and the final decision on any application shall remain with the Registrar.

All applicants whose first language is not English will be required to show evidence of the successful completion of an IELTS or TOEFL test. The English language requirement for this programme is an IELTS score of 6.5 with a minimum of 6.0 in each individual section or equivalent.

\*Programmes scheduled subject to cohort size.

## Validation

Each Professional Diploma is awarded by University College Cork and is at level 9 on the National Framework of Qualifications.

## Assignments and Workload

To earn a Masters Degree or Professional Diploma, participants will be assessed through a variety of practical assignments. Programmes will have no examinations; instead, the emphasis throughout is on the practical application of knowledge to benefit you and your organisation. Assessment workload extends across the programme to allow you to combine your learning with your work and life demands.

## Paperless policy

Brochures and course materials will exclusively be available to participants on our immersive Virtual Learning Environment. By adopting a paperless approach, IMI and our participants are reducing our carbon footprint and doing our bit for the planet. IMI's mission is to equip leaders to build the future. We are mindful that this future depends on organisations finding creative ways to sustainably deliver performance, both sustainability in the human performance of organisations and in how we use the planet's resources.



**Executive Education**  
Ranking 2020