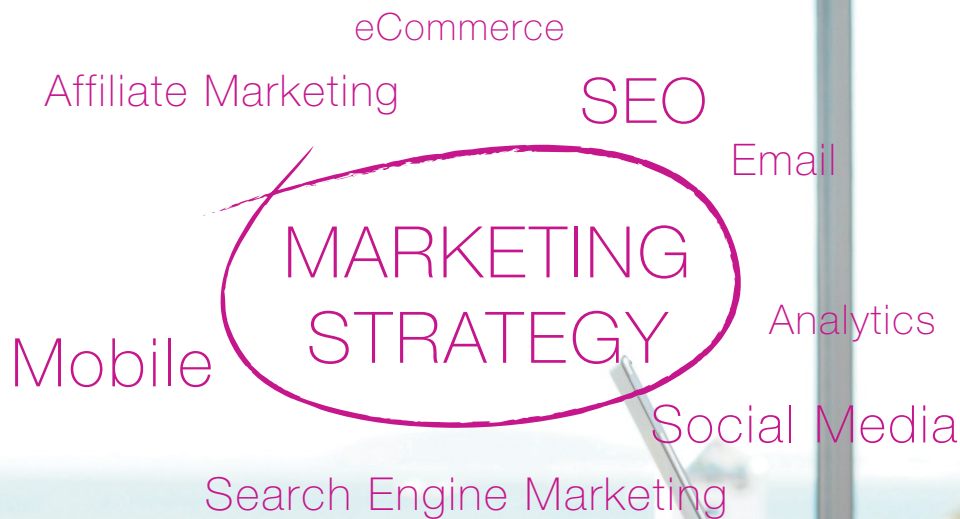


Struggling to Integrate Digital with your Existing Marketing Strategy?



Knock your Digital Marketing Strategy into Shape with our

Digital Marketing Executive Programme

The only digital marketing programme developed by Marketers, for Marketers, our course has been developed by digital marketing specialists who are also experts in strategic marketing. The programme combines best practice in marketing strategy with proven digital marketing tools giving you the knowledge and skills to develop and implement a carefully judged marketing strategy. Lecturers include top digital talent from Ireland's leading online success stories such as Aer Lingus, Saon Group and O2, and specialists in key areas such as Digital Strategy, Affiliate Marketing (TradeDoublor), and Search Engine Marketing (Praxisnow).

The part-time, 13-week course is accredited by The Marketing Institute of Ireland, an established leader in executive education with a 50-year history in programme provision.



To register today, visit www.mii.ie/digitalmarketing

Is the Digital Marketing Executive Programme for me?



What will I Learn on the Digital Marketing Executive Programme?

You will learn how to ...

- understand the value of Digital Marketing and why it is a critical component of your Marketing Strategy
- integrate Digital Marketing into your overall marketing strategy
- effectively set up and manage Search Engine Marketing and Social Media Campaigns
- develop an Email Marketing Strategy that aligns with your business goals
- uncover tools and resources to build effective eCommerce sites at low cost
- use Digital Marketing to sell internationally
- understand analytics and KPIs to continuously improve your Digital Marketing
- discover the best ways to develop and retain customers online



Course Fees: €1650 Members and €1850 Non-Members

Starting date is 19 September 2011

To register today, visit www.mii.ie/digitalmarketing