

OPTIMUM

Programme Guide

Digital Marketing QQI Level 5



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TRAINING & BUSINESS
SERVICES



Digital Marketing QQI Level 5 5N1364

Overview:

The aim of this training programme is to empower individuals with a comprehensive understanding of the digital marketing landscape. By delving into the core principles and advanced strategies of online marketing, this course equips participants with the skills necessary to navigate the digital world effectively. Students will learn how to create and implement successful digital marketing campaigns, optimise online presence, and leverage data-driven insights for informed decision-making. Ultimately, the aim is to foster digital marketing experts who can drive business growth, enhance brand visibility, and adapt to the ever-changing digital ecosystem with confidence and proficiency.

Module Objectives:

- Module 1: Fundamentals of Digital Marketing
- Module 2: Digital Marketing Campaign Development
- Module 3: Digital Marketing Strategy and Implementation
- Module 4: Best Practice Finance
- Module 5: E-Tools and Implementation
- Module 6: Client Relationship Management

Entry Requirements:

- Level 4 or equivalent in a relevant subject area
- Proficient in the English language
- Basic IT Skills
- Competent in self-directed learning

Assessment Details:

Project 50%
Portfolio 50%

Who Should Apply:

This course is ideally suitable for marketing professionals, entrepreneurs, recent graduates, small business owners, freelancers, e-commerce specialists, website administrators, job seekers, and anyone interested in gaining practical skills in digital marketing.



Why choose Optimum Limited ?



Optimum Limited provides a wide range of business development, consultancy and training to companies across all industry sectors, whilst offering client-specific and scheduled training programmes. The fundamental purpose of our training and development programmes is to link company objectives to individuals in order to achieve outstanding business performance. Optimum also provide business support initiatives, such as organisational development, change management services, professional mentoring and coaching skills.

Since its establishment in 1990, Optimum has demonstrated a clear correlation between people development and the bottom line. This ethos has helped Optimum in establishing a portfolio of highly reputable clients in the private sector, state and local agencies, universities and professional bodies. As a preferred choice provider and partner to many of Ireland's leading businesses, we have learned that the key to our success is putting their success first. Our focus is on building lasting partnerships that offer positive outcomes and a rewarding learning experience. Our commitment to quality is enhanced by the enthusiasm of our team and our recognition of high quality standards. Through ongoing research and development, all of our services incorporate the latest concepts and approaches to enhance business services.



Optimum Limited Accreditation

We also recognise the importance of considering accreditation as a quality assurance alternative. Optimum Limited can offer reputable accreditation depending on your specific learning requirements. We have an impressive history of collaborating with a range of professional organisations in the provision of quality learning responses.

We have also developed an extensive network of contacts from all business areas, which are continually utilised for project enhancement and effectiveness. This network is comprised of Corporate Clients, State Agencies, Government Bodies, Enterprise Agencies, Area Partnerships and National Business Networks.

QQI Awards that we offer:



Leadership
Level 6



Managing People
Level 6



Coaching Models of Practice
Level 6



Training & Development
Level 6 (Special Purpose)



Business Management
Level 6



Sales & Marketing Management
Level 6



Start Your Own Business
Level 5



Digital Marketing
Level 5



Communications
Level 4 and 5



Customer Service
Level 5



Optimum's Quality Assurance

Optimum adopts a Business Excellence Model in relation to quality assurance. We aim to deliver superior quality training which is supported with professional materials and best practice models. We believe in delivering over and above and value our clients as partners in our business. We closely monitor all feedback from participants and take corrective action if required. We tailor each programme and training workshop to meet the specific needs of the group and have an ability to create environments that support different learning styles.

Optimum are a QQI accredited centre. We have also developed an extensive network of contacts from all business areas, which are continually utilised for project enhancement and effectiveness.

We have a dedicated QQI Co-ordinator and support team who are responsible for maintaining and continuously improving QA processes and procedures to ensure that the correct procedures are implemented and reviewed.

Our QA Manual and Learner Handbook can be found on our website or at request.

And if you have any other questions relating to our Quality Assurance policies or procedures, please don't hesitate to contact us at hq@optimum.ie or ring us (01) 672 8628.



For enquiries,
contact us.



www.optimum.ie

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