

Course Information			
Course Title	Internet Marketing: Implementation and Practice		
Course Code	DIM003		
Syllabus Overview	By the end of this course the student will gain an understanding of the implementation of internet marketing and be able to carry out some practical tasks.		
Syllabus			
<ol style="list-style-type: none"> 1. Delivering the online customer experience 2. Campaign planning for digital media 3. Marketing communications using digital media channels 4. Evaluation and improvement of digital channel performance 5. Business-to-consumer Internet marketing 			
Other Course Information			
Suitable For	All persons interested in Internet Marketing		
Academic level	Certificate		
Number of Modules	1		
Total number of credits	5		
Number of credits needed to obtain certificate	5		
Number of credits required for Advanced Certificate	30		
Number of credits required for Diploma	60		
Commencement	Within 30 days of registration (subject to course material availability).		
Duration	Slow Track	Part-Time (Standard)	Full Time
	12 weeks	6 weeks	3 weeks
Preparation, Study, Revision Hours Suggested per week	Slow Track	Part-Time (Standard)	Full Time
	7.5	15	30
Coursework hours suggested per week (standard track)	Slow Track	Part-Time (Standard)	Full Time
	5	10	20
Requirements (Academic)	Good command of English. Completed DIM002.		
Requirements (Other)	None		
Award Type	Certificate		
Award System / Assessment Methods	Topic Assignments		
Open Scope Assignments	Option Available		
Open Scope Research Projects	Option Available		
Course Fees	€300		
Textbooks and Learning Materials included in course fees	Yes		
Other Expenses	None		
Examination Certificate	Option Available		
Notes about the course	None		