

Course Information			
Course Title	New and Emerging Internet Technologies		
Course Code	DIM012		
Syllabus Overview	By the end of this course the student will a solid understanding of the different social media and how to use them effectively for internet marketing purposes.		
Syllabus			
1. How the rules have changed 2. Social Media 3. Blogs 4. Audio and Video	5. News Release 6. Viral Marketing 7. Building your marketing and PR plan 8. Brand your organisation as a trusted source	9. Write for your buyers 10. Web Content Influences 11. Social Networking Site and 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		
Requirements (Other)	Optional: Social Media accounts on sites such as Facebook, LinkedIn, Twitter etc.		
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		