GAIN THE SKILLS YOU NEED TO LAUNCH YOUR DIGITAL MARKETING CAREER

Designed to help students become skilled digital marketing strategists, this programme focuses on how companies do business in a digital world. Students will also learn about digital design, the user experience and how to plan and implement digital strategies.

The strong industry focus and partnership approach means that a variety of leading digital companies are represented by expert guest speakers and faculty, including multinational companies such as Google, Facebook, Twitter, HubSpot and Microsoft.

PROGRAMME OVERVIEW

FACT FILE

Opportunity to gain AdWords and Advanced Analytics Certification

11 Nationalities Represented in Class of 2017

PROGRAMME FEATURES

The programme includes a wide range of core and elective modules as well as a research project. Students can tailor their degree through their choice of electives and company project.

DURATION:
1 YEAR FULL TIME

START DATE:
SEPTEMBER

SAMPLE TIMETABLE

<table>
<thead>
<tr>
<th>Michaelmas Term Sept - Dec</th>
<th>Hilary Term Jan – April</th>
<th>Trinity Term April – Aug</th>
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</thead>
<tbody>
<tr>
<td>Marketing Management</td>
<td>Digital Design and User Experience</td>
<td>Dissertation or company project - this project allows students to showcase the knowledge they have gained and enhance their career potential by specialising in a particular area.</td>
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<tr>
<td>Digital Marketing Communication</td>
<td>Digital Business Models</td>
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<tr>
<td>Data Analytics and Marketing Research</td>
<td>Digital Marketing Implementation</td>
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<tr>
<td>Science, Technologies and Markets</td>
<td>Research Methods</td>
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<tr>
<td>Ethical Business</td>
<td>Choice of three electives</td>
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<tr>
<td>Marketing in the Digital Context</td>
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Important Note: Timetable and modules are subject to change

ELECTIVES

- International Marketing Strategy
- Brand Management
- Advertising and Persuasion Strategies
- Emerging Trends in Digital Technologies
- Entrepreneurship
This programme allowed me to develop practical competencies via hands-on real life projects whilst learning the latest trends and practices in the digital market. Everyone at Trinity Business School - the programme director, professors and staff - were very welcoming. Trinity’s unique location at the heart of the city along with its exceptional facilities and unlimited extracurricular activities make it ideal for any student.

Come from a background in engineering, I chose this programme to help me enter the ever-growing digital marketing industry. The highly diverse class meant that I met people from many different backgrounds and countries.

I strongly recommend this programme to anyone who wants to challenge themselves and kickstart their digital marketing career.

ESRA KOCAK
Class of 2017

Trinity Business School has a dedicated career development team to help identify your ideal career path and provide advice on how to achieve your goals. Services include workshops, one-to-one coaching, career psychometric tests and visits from top global employers.

Digital Marketing strategists gain employment across a number of industries including social media, retail, tourism, pharmaceutical, healthcare, education, government and social enterprise.

CONTACT US
Please contact the admissions team for more information about our programmes, the application process or to schedule a campus visit.

Email: business.masters@tcd.ie
Phone: +353 1 896 2493
Web: www.tcd.ie/business

ESRA KOCAK
Class of 2017

ANCHIT PRAKASH
Class of 2017

ENTRY REQUIREMENTS
- Bachelor degree with a minimum 2.1 result or equivalent
- Proficiency in English. Non-native speakers require IELTS or TOEFL scores
- Two supporting academic references
- A completed application form. Apply online at www.tcd.ie/business

TUITION FEE
EU €13,500. Non-EU €17,500.
A variety of scholarships are available, please visit the website for more details.

TIPS
- Apply early to secure your place. Applications are reviewed on a rolling basis
- Include all supporting documentation
- Offers can be given on a conditional basis pending final results
- Visit www.tcd.ie/business for more information

WHAT OUR GRADUATES SAY

Careers in Digital Marketing
Digital Marketing strategists gain employment across a number of industries including social media, retail, tourism, pharmaceutical, healthcare, education, government and social enterprise.