

## DIGITAL MARKETING & BUSINESS

**Digital Marketing is an ever-expanding industry. Why not equip yourself with the digital marketing skills employers are seeking? Learn about a variety of online platforms to help catapult you into the Digital World. The Digital Marketing & Business programme offers students the ideal combination of subjects to enable them to acquire the knowledge, skills and competence to gain direct entry into the workplace in a digital marketing or business related role, or to progress to further or higher education.**

### Entry Requirements

- Leaving Certificate standard or QQI Level 4 or mature students (23+)

### Course Content

- Digital Marketing 5N1364
- Marketing Practice 5N1400
- Image Processing 5N1292
- Bookkeeping Manual & Computerised 5N1354
- Business Administration Skills 5N1610
- Communications 5N0690
- Word Processing 5N1358
- Work Experience 5N1356 or Personal & Professional Development 5N2985

Please note the above modules are subject to change.

For possible progression routes click the progression link on the Digital Marketing & Business course page on our website: [www.moatebusinesscollege.com](http://www.moatebusinesscollege.com)

### Career & Employment Opportunities

This course provides the basis from which a student may further their studies or find employment as a Social Media Executive in the Digital area. There are a wide range of opportunities within the Digital Marketing sector including:

- E-Commerce
- Social Media Marketing
- Advertising
- Sales and Marketing
- Online Sales
- Public Relations

### Popular Progression Pathways

- 6M4985 Advanced Business with IT MBC
- U5724 Bachelor of Business (Digital Marketing) Athlone
- TU781 Bachelor of Arts in Digital Marketing Dublin
- SE418 Bachelor of Science in Digital Marketing with Analytics SETU
- AU503 Bachelor of Business in Marketing and Sales ATU
- SE301 Bachelor of Arts in Content Creation & Social Media SETU

