

# Office Digital Marketing Specialist

## INTRODUCTION

This course aims to provide students with the necessary knowledge and skills to operate as an administrator in a company whilst at the same time being able to manage the social media and digital marketing needs of that company. This skill-set is an asset to any small or medium sized business without a standalone marketing department. This specialism will assist any company with modern on-line presence for business purposes. Students participate in

- Professional guest lectures and site visits
- Sales Institute and marketing event participation
- Workshop on Google Adwords and Display Advertising, Google Analytics and Social Advertising

## ENTRY REQUIREMENTS

Leaving Certificate, LCA or QQI Level 4. Mature students are exempt from Leaving Certificate requirement. All applicants are interviewed. An offer of a place on this course is contingent on the applicant meeting the entry requirements set out here and satisfactory presentation at interview.

## CERTIFICATION

QQI Level 5 Certificate in Information Processing 5M2067  
QQI Component Maths 5N1833 (available as option in the evening for learners requiring Maths for progression).

## WORK PLACEMENT/EXPERIENCE

Students undertake a block work placement of 2 weeks in a business/administration/office environment.

## EDUCATION PROGRESSION OPPORTUNITIES

CCOC QQI Level 6 Advanced Certificate in Administration 6M5013  
CCOC QQI Level 6 Advanced Certificate in Administration 6M5013 (Advanced HR Administration)  
CCOC QQI Level 6 Advanced Certificate in Marketing and Event Management (Business) 6M4985

Excellent progression opportunities to UCC and other Higher Education colleges. Special arrangements in place with CIT (CCPS), Tralee IT and Waterford IT for preferential entry for College of Commerce students. Up to 390 CAO points for any Institute of Technology can be attained by successful completion of this course. Please consult our progressions database at <https://corkcollegeofcommerce.ie/progressions/> for up to date information.

## CAREER OPPORTUNITIES

Social media hubs, sales and marketing, marketing communications, online retailing sector, general office administration. All students can access the Jobs Advice Hub (see pg. 92). Graduates can subscribe to 'CCOC college jobs register' and CCOC LinkedIn alumni for up to date vacancies and networking.

## COURSE CONTENT

Desktop Publishing	5N0785
eBusiness Studies	5N1369
Work Experience	5N1356
Digital Marketing	5N1364
Web Authoring	5N1910
Information & Communication Systems	5N1952
Database Methods	5N0783
Spreadsheet Methods	5N1977
Teamworking	5N1367

## CONTACT DETAILS

For further information email:  
**marketing@ccoc.ie**  
**(021) 4223853**

Course fees outlined on  
**[www.corkcollegeofcommerce.ie](http://www.corkcollegeofcommerce.ie)**