# Digital Marketing at Cork Institute of Technology

# Certificate of Digital Marketing

# Masters of Digital Marketing Strategy

Are you thinking about studying for one of the above courses? If you have looked at our web pages and still have questions, the following FAQs may help:

### What's the difference between the Certificate and the Masters courses?

For the first 15 weeks (one semester), there's no difference. People from both courses attend the same lectures and do the same assignments. These 15 weeks provide a solid introduction to the subject. If that's enough for you, you can leave the course with a Certificate (Level 8). Otherwise you can do an extra two semesters of class-based study and one semester of an 'Action Research Project' and graduate with a Masters Degree (Level 9).

### Do I have to choose between the Certificate and the Masters now?

Nope. You can enrol in the Certificate course for 15 weeks and then transfer onto the Masters afterwards. Or you can enrol in the Masters course for 15 weeks and then decide to leave the course and take the Certificate instead. However you should bear in mind that the Certificate course, as a Level 8 course, has lower entry requirements than the Masters course (which is a level 9 course). So if you think you want to do the Masters, you might be better off applying for this and making sure you are accepted.

### Are both courses available online and on-campus?

Yes – you can choose to study on-campus, and attend lectures at our Bishopstown campus. Or you can study online, and participate in lectures using your laptop from work or home. If you are doing the Masters course and your circumstances change (e.g. you move aboard), you can switch from one semester to the other. However at the moment you can't mix the two – you can't do some lectures online and others on-campus.

### I've heard the course described as 'hands-on'. What does that mean?

We try to do as much 'authentic' or 'hands-on' assessment as possible. That means we heavily reduce the number of essays and tests and focus on getting you to work in a real-life environment.

In practice, that often means two types of assessments:

- 'live cases' where you work with a business owner to solve their challenges
- 'construction' challenges where you build something (a website, an AdWords campaign etc…) using standard Digital Marketing tools.

Typically you should expect about 75% or more of your assessment to be 'authentic'.

**Can I study my own business?**

It depends on the assessment. For the Certificate, you can nominate your own business (or the business of a friend) for a project, and other students will work on it. Later on in the Masters, there are some opportunities to use your own company in projects. For the Action Research project many people choose to do this on their own company

**Who are the lecturers?**

Digital Marketing is a fast-developing field. Most of our lecturers have either been working in a commercial Digital Marketing role up until a few years ago or are currently working in the field.

We also invite a number of guest lecturers to share their expertise, and have had some famous names share their expertise in the past.

**I don't know whether to study online and study on-campus. How do I choose?**

If you are considering studying online, you should note that this is not a 'learn-by-video' course. Our lectures are interactive and we learn by discussing ideas and sharing experiences together – so we ask all attendees to attend at least 80% of lectures 'live' and use our software's chat box and microphones to participate.

The table below also gives a few more things to think about:

|  | **Studying Online** | **Studying On-Campus** |
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| **Flexibility** | Lectures are delivered online, so if you don't live close to Cork or you have irregular working hours, this option might suit you. | Lectures are delivered on-campus. |
| **Recap** | Lectures are recorded, so if you miss an occasional lecture or didn't understand a concept you can look back at it. However attendees are asked to maintain a minimum of 80% attendance. | Lectures are not recorded. If you miss an occasional lecture your best bet is to get the lecturer's notes from our online platform and ask a friend to go through them with you. |
| **Schedule** | Online lectures tend to be shorter (typically 1 or 1 ½ hours) and more frequent (3 to 4 nights a week). They usually start from 6pm but can start earlier. | On-campus lectures tend to be longer (typically 3 to 4 hours) and less frequent (1 evening a week plus occasional Saturdays). Weekday lectures start at 6pm or 6:30pm. |

| Requirements | All attendees must have a laptop / desktop with microphone and webcam, and a fast broadband connection. A second device (e.g. a tablet) is very useful for some sessions. | Most attendees need a laptop for writing assignments. However many sessions are run in computer labs – you can use your own laptop or a CIT computer. |
|---|---|---|
| Group work | Group work is an important feature of the programme, and allows attendees to work on real-life problems faced by businesses. Groups tend to be slightly smaller online (3 to 4 people), and occasionally there is less group work. | Again group work is an important feature of the programme. Groups might be slightly larger (4 to 5 people). |
| Course content and assessment. | No matter whether you study online or on-campus, you'll be studying the same modules. The same ideas will be covered, and where there are variations these tend to be around things like how an in-class exercise is run. Occasionally assignments may differ between online and on-campus (but usually not). | |

**I'd like to talk it through with someone. Who do I contact?**

Send an email to vivienne.griffin@cit.ie and we'll get back to you to arrange a call.