



## 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 and 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. Students that undertake this course also have the opportunity to progress to a QQI Level 6 course in Moate Business College.**

### Entry Requirements

- Leaving Certificate standard or QQI Level 4
- Mature students (23+) are welcome to apply

### Course Content

- Digital Marketing 5N1364
- Marketing Practice 5N1400
- Entrepreneurial Skills 5N1951
- Image Processing 5N1292
- Bookkeeping Manual & Computerised 5N1354
- Business Administration 5N1610
- Communications 5N0690
- Word Processing 5N1358
- Work Experience 5N1356
- 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 Opportunities

This course provides the basis from which a student may further his/her 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

Students that complete Digital Marketing and Business at Level 5 and Advanced Business with IT at Level 6 are eligible for advanced entry into Year 2 of the Bachelor of Business in Digital Marketing in AIT (AL751)

### Certification

Awarding Body:	QQI
Award Title:	Business Administration
Award Code:	5M2468
Level:	5

Any questions? email: [amandagreene@moatebc.com](mailto:amandagreene@moatebc.com)

