

Become a **Certified Digital Marketing Professional** in 26 weeks

About

Solas eCollege in partnership with the Digital Marketing Institute are delighted to be able to offer a certified digital marketing professional qualification to **all FET** staff e.g Management, Administration, Teachers, Tutors, Trainers etc.

This Certified Digital Marketing Professional course is the cornerstone certification to provide you with an introduction to key digital marketing skills, that can be applied within any role.

This online course will cover areas such as Search Engine Optimisation, Search Marketing: Pay Per Click, Digital Display Advertising (DDA), Email Marketing, Social Media Marketing , Mobile Marketing, Analytics and Strategy & Planning.

This course is tailored for **beginners** and access is completely **online** and available 24/7.

There is a single, three-hour exam to sit at the end of the course which will need to be taken at a [Pearson VUE testing centre](#). The course and exam should be completed within 26 weeks.

There are **no course fees** for FET staff (standard course value is €2000) There is access to certified **eTutors**, for support, during regular business hours. Places are **limited** to 30 during the pilot phase.



How to enroll

FET staff who would like to take advantage of the



opportunity to become a certified digital marketing professional should apply via the FESS website. Application forms can be found on www.fess.ie, where you will also find instructions on deadline dates for receipt of applications, where to send you application etc.

Successful applicants will be invited to a half day Induction **workshop** on 27th September where you will meet your eTutor and fellow online FET colleagues.

We recommend that you have basic computing skills

About eCollege

eCollege is a SOLAS funded online training platform that provides a range of high quality interactive online learning courses, available anytime through broadband Internet access, for those who wish to learn at their own pace.

eCollege courses are available free of charge to all FET staff members who can also avail of free certification connected to these courses. Students must be registered with eCollege to access online courses.