

DIGITAL MARKETING TRAINEESHIP



ENROL NOW
FOR SEPTEMBER 2019



TRAINING ALLOWANCE AVAILABLE

FREE ADOBE CC ACCOUNT

ACA QUALIFICATIONS

NO COURSE FEES

COMPLETE COURSE IN 9 MONTHS

IS THIS COURSE RIGHT FOR YOU?

This Traineeship provides a wide range of key digital marketing, ebusiness and creative web development skills necessary to work within a marketing setting.

The learning environment includes access to a state of the art Apple Mac suite where trainees receive a free account with Adobe Creative Cloud, gaining access to the latest industry standard packages for content creation.

Trainee's will have the opportunity to carry out work placement with local companies throughout the course. Training Allowance or Employer bursary's may also be available.

WHAT WILL YOU STUDY?

Throughout the course there will be particular emphasis on developing project management skills, creating and maintaining websites, designing images, posters, animations and videos for use online, creating and managing social media platforms i.e facebook, twitter and how to use modern techniques such as analytics to understand on-line marketing campaigns.

- Digital Marketing
- Marketing Practice
- Graphic Design
- Project Development
- Multimedia Authoring
- Design Skills
- Web Authoring
- Spreadsheet Methods
- Communication
- Digital Movie Processing
- Work Experience

Optional: ACA certification for Adobe CC Creative Suite

JOB OPPORTUNITIES

There are employment opportunities in the following areas; Digital Marketing, Social Media Marketing and Digital Content Creation in web development, graphic design and video production. Our current partner employers include McAree Engineering, SkyRocket Digital Marketing, Aughey Screens, Fitzpatrick Coaches, Handwoven by Liz Christy and Brixworkwear.

EDUCATION OPPORTUNITIES

- Monaghan Institute | Advanced Certificate in Digital Media and Web Design | Level 6
- DkIT | Digital Marketing, Communication & Public Relations | Level 7
- LyIT | Graphic and Digital Design | Level 7
- Blanchardstown IT | Creative Media Technology | Level 8
- DCU | Multimedia | Level 8

ELIGIBILITY

Applicants must be **16+** and:

- Have achieved Leaving Cert/ QQI Level 4 Award or equivalent OR relevant work experience.
- Possess a genuine interest in creating engaging digital content for the Digital Marketing sector.

To enrol please contact Recruitment Officer Michelle Baker:



training@cmetb.ie



049-4353923



www.monaghaninstitute.ie/courses