

View results

Respondent
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71:12
Time to complete

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Email: *

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Code in Scholar: (Please note: applications will NOT import to Scholar correctly without this code). *

CDSME

3

Full Title of Course: (e.g. MA in Journalism and Media Communications) *

Certificate in Digital Marketing for Small to Medium Tourism Enterprises.

4

Course grade: (e.g. BA, MA, Postgraduate Diploma) *

Level 7 Certificate

5

One-line course description: (180 characters maximum) *

This Certificate empowers learners to effectively reach and engage potential visitors and guests, enhance brand visibility, and establish a distinct identity for Tourism businesses.

6

Duration of course (e.g: 2 Years Full-Time) *

One semester

7

Campus(es) where the course is available *

- ☐ Dublin Main
- ☐ Dublin City Centre
- ☐ Cork
- ☒ Limerick
- ☒ Online
- ☐ Other

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Validated By: *

- ☐ ABE
- ☐ ACA
- ☐ ACCA
- ☐ Accounting Technicians Ireland
- ☐ ACELS
- ☐ AHMA
- ☐ Association of Accounting Tech
- ☐ BCS (The Chartered Institute for IT)
- ☐ CGLI
- ☐ City and Guilds
- ☐ Corporate Training
- ☐ Course Manuals
- ☐ CPA
- ☐ Department of Education
- ☐ Dublin Int'l Foundation Coll.
- ☐ ECDL
- ☐ FETAC
- ☐ Focus Awards
- ☐ GCD w/ Institute of legal exec
- ☐ Griffith College
- ☐ Heriot Watt University
- ☐ HETAC
- ☐ Honourable Scoiety of King's Inn
- ☐ IATI
- ☐ ICHAS
- ☐ ICM
- ☐ ILLEX
- ☐ Institute of Bankers
- ☐ IPASS

- ☐ Irish Production & Inventory
- ☐ ITEB
- ☐ JEB
- ☐ Leaving Cert.
- ☐ Leinster School of Music
- ☐ Limpert's
- ☐ MII
- ☐ NCC EDUCATION
- ☐ NCEA
- ☐ Nottingham Trent University
- ☐ NTU (with Southampton Inst.)
- ☐ Pending Validation
- ☐ People Cert on behalf of AXELOS
- ☒ QQI
- ☐ RECRUITMENT
- ☐ Rhodex International
- ☐ Southampton Institute
- ☐ The Law Society
- ☐ University of Ulster
- ☐ University of Wolverhampton
- ☐ Other

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NFQ Level* : *

7

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Study Mode *

☐ Full-time☐ Part-time☐ Online☒ Blended

11

Type (can choose multiple if applicable) *

☐ Undergraduate☐ Postgraduate☐ Professional☐ Short Course☒ Microcredential☐ Semester Abroad☐ English Language☐ Springboard☐ Foundation Programme

Course Global Tab

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Header Image:

Please either:

A) describe the sorts of images that would suit this course and its material.**B)** Send a high res image (landscape and at least 3840 x 1440 pixels) to digitalmarketingteam@griffith.ie (please indicate below if you intend to send image) *

Marketing - small scale tourism businesses - digital images

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Introduction Title: (A short headline that is appealing, example below) *

Take the first steps in your media career on this varied and exciting course

The course embraces the power of digital marketing and will undoubtedly open new avenues for growth and success for small to medium tourism businesses.

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Introduction Content: (A one- or two-paragraph introduction to the course content - highlighting unique aspects of the course, industry ties etc, example below)

Delivered in association with Pulse College and Windmill Lane Recording Studios, this exciting course has been created for people who have a passion for film making and storytelling on screen and have already started to experiment in these areas.

Take a look at our [final year student projects](#) to get a glimpse of what you can achieve on the course.

Check out some of our students' work below!

The Certificate in Digital Marketing for Small-Medium Tourism Enterprises is to equip applicants with comprehensive knowledge, skills, and competencies in the field of digital marketing. Given the industry's increasing dependence on digital platforms for promoting, marketing, attracting, and gauging brand effectiveness, mastering digital marketing has become indispensable for businesses in the tourism and hospitality sector.

Overview Tab

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OVERVIEW SECTION:**Why study this subject at Griffith?**

(Please provide 5-8 bullet points about the course, faculty, or facilities, written as complete sentences and aimed at prospective students, i.e. not in academic writing.)

(They should emphasise the course or faculty's unique selling points. They should *not* be about the college, e.g. small class sizes, parking, location, etc. Example below.) *

Why Study Communications and Media Production at Griffith College?

Communications is a fast-paced and, in today's technology-driven environment, growing industry that offers a huge variety of job roles. Griffith's BA (Hons) in Communications and Media Production is a full-time, three-year programme that aims to give students a foundation in an array of communications platforms including social and digital media, photography, radio, investigative journalism, TV and video. The course is heavily project-based and the introduction of specialised streams in Years 2 and 3 allows learners to influence the path their studies take them down depending on where their interests lie. In this course students will:

- ✓ Develop **practical skills** through work on traditional media (newspaper, TV and radio) and new media (digital, social media and mobile journalism).
- ✓ **Gain a solid understanding** of media theory, media communication and media production.
- ✓ Contribute to the **college newspaper, radio station and digital portal**.
- ✓ Build a portfolio of work and gain knowledge of the most **up to date technologies**.
- ✓ Influence your career path with **specialisation in four elective choices**.
- ✓ Have access to **state-of-the-art facilities** on campus including radio station, photography studio and film and TV studio.
- ✓ Be able to access a **National Union of Journalists** press pass.

Graduates of the programme will also have the option to progress onto any of Griffith's three specialist media master's degree programmes.

Recently visited

Focus on utilizing online platforms and social media to enhance customer engagement and business visibility.

Emphasis on industry trends and best practices in green, ethical, and sustainable marketing.

Hands-on practical experience with digital tools, E-Commerce, and M-Commerce systems, including website design and analytics.

Development of communication skills across corporate channels and analysis of the role of ICT in tourism and hospitality operations.

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Course Highlights/Overview Text (Optional, 4-6 additional bullet points emphasising the unique selling points of the programme.)

Practical based course ; Flexible Schedule to support work and study

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Locations: where the course is available (If multiple locations, please specific if Part Time/Full Time options are available in which locations)

Limerick campus - Part-time Micro Credential

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Intake dates: (please specific which campuses & if multiple date intakes. Autumn/Spring and what month/year): *

February and September

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Faculty: *

Limerick

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Related Courses on [Griffith.ie](https://www.griffith.ie): (please provide course titles AND links to courses if applicable)

BA Sustainable Tourism Management

Course Details

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Course details tab (optional - any added information about courses such as hours of course, blended learning, examples of placement - relevant information specifically about the course) :

This programme aims to introduce learners to the field of marketing, focusing specifically on effective online communication and the design and monitoring of their own websites using WordPress. By participating in this programme, learners are encouraged to think creatively and explore innovative approaches to digital marketing while also assessing their own skills in this domain.

Recognizing the importance of flexibility, the programme has been designed to be undertaken in a part-time/blended mode, accommodating the busy schedules of learners. Its development considers the current and emerging needs of both graduates and employers within the tourism and hospitality sector.

The programme's modules include interactive workshop sessions where learners can apply their knowledge to real-world cases, fostering problem-solving techniques related to customer engagement and retention. This hands-on approach ensures practical application and enhances the learning experience.

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Module Information: (titles & one-paragraph description of each, if desired) *

Virtual Communication and IT Management -The primary focus of the module is to explore the foundations of communication, and the importance of communicating correctly to customers and stakeholders in the digital world

Sustainable Tourism Services Marketing - The module is designed to expand upon the 7Ps of services marketing highlighting the importance of price, and promotion and to address the importance of brand image in today's society.

Online Marketing for Tourism Business - The module is designed to equip modern hospitality managers with the necessary skills to design and build a commercial website, understand the importance of online marketing, in modern tourism operations, and to learn the metrics that are crucial to the success of any eCommerce website.

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Course Contact (This should be a person who can answer potential questions about the course. - Email Address)

eilish.mccarthy@griffith.ie

Timetables

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Timetable Information: Provide information if available in written form. (ie. 4 days per week, evenings, be as specific as possible to assist with prospective learners).

Or send timetables to: digitalmarketingteam@griffith.ie (please send in pdf format and indicate below you intend to send)

One day a week - Proposing to be scheduled on Mondays

How to Apply

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Entry Requirements *

This course provides a pathway for applicants who do not have any formal qualifications or training in digital marketing within the Tourism or Hospitality sector and are looking to upskill in the area of digital marketing.

Applicants who are over the age of 23 may apply on the basis of previous work experience and a demonstration of commitment to further education.

Applicants under the age of 23 are required to meet the entry requirements by holding an NFQ level 6 qualification.

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How to apply (optional - any entry requirements such as degree level/ prior learning as well as international students and if the course is available part- time/blended to them, as well as certifications required) : Fees (Any relevant information here - such as full-time/part-time difference in fees): *

Applicants should apply directly to Griffith College

Fees Tab

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Irish/EU Living in Ireland:

fees for full-time/part-time - as well as bursary/scholarship information if available) :

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Irish/Eu, living abroad

(Indicate availability of course- full-time/part- time/blended specifications, and if we can supply a link to the abroad fees - new courses require):

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International

(Indicate availability of course - if full-time only/blended/part-time available. Also any added fee's relating to this course - (also if it is included on the Non-EU tuition fees page) :

Progression

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Please provide any available progression information. (optional)

For example, what jobs can graduates of this course expect to get?

On completion of this course applicants have the opportunity to progress to Level 8 BA in Sustainable Tourism and Practice Management.

Successful completion of the certificate's component module(s) entitles learners to exemption(s) from the related module(s) on degree programme(s) at Griffith College. Please contact the Admissions Office for information on progression options into degrees.

The parchment provided to learners completing the programme, plus their transcript of results and credits attained, may be used by the learner to confirm their achievement (and support their progression to another programme of study with another institution should they wish to do so).