

Q1. Where/how is the programme delivered?

The programme will be delivered online, with virtual lectures, labs and workshops.

Online classes are participatory based, students will need to be able to participate in discussions and workshops during the sessions. Headset and mic are essential and a space where they can talk during the sessions.

For the modules, there are weekly sessions and longer monthly sessions:

Weekly sessions: we deliver 1 live hour per module, once a week. These are usually scheduled at 1-2pm over 3 days. There will be occasional additional sessions, or longer sessions for project support.

Monthly sessions: There are longer lab and workshop sessions once a month on Thursday and Friday (see schedule below). Note that there aren't any lunchtime sessions on the weeks of the longer sessions.

Asynchronous content: The remaining content is available on the Virtual Learning Environment (VLE) and is released weekly but can be consumed asynchronously.

Most of the live sessions are recorded, when practical to do so - but attendance is necessary for participation in workshops, discussion and Q&A.

Important Dates

The Post Graduate certificate in Digital Media and Marketing January to December 2025 delivery schedule is as follows:

There are 3 hours live online delivery weekly and then there are 2 full days live online delivery per month.

Weekly live online delivery: Exact timing to be arranged with individual lecturers

A typical schedule for past weekly deliveries (3 live hours weekly) was as follows:

Wednesday Lunchtime 1 to 2pm

Thursday Lunchtime 1 to 2pm

Friday Lunchtime 1 to 2pm

Monthly live online delivery:

Mark the following full day delivery dates in your diary:

2025 Schedule PG-Cert	
Details	Date
Induction and welcome - Online delivery	Tuesday January 21st 4pm-5:30pm online.
Online Live delivery	Thursday and Friday, Jan 23rd and 24th
Online Live delivery	Thursday and Friday Feb 13th & 14th
Online Live delivery	Thursday and Friday March 6th and 7th
Online Live delivery	Thursday and Friday April 10th & 11th
Assessment Presentations **Mandatory online attendance	Thursday and Friday May 8 th & May 9 th (presentations)
END OF SEMESTER 1	
Semester 2 and tuition online starts	2025 Autumn /winter semester
TERM STARTS	Content delivery starts: 8 th September
Online Live delivery	Thursday and Friday September 18th and 19th
Online Live delivery (There may be an OPTIONAL field trip/in-person meetup)	Thursday and Friday October 9th and 10th In-person meetup opportunity: Digital West event on ATU Mayo Campus October 10th
Online Live delivery	Thursday and Friday November 13th and 14th
Student Conference Days **Mandatory online attendance	Thursday and Friday December 11th and 12th

This timetable may be subject to change (valid as of October 2024).

Table 3 Important Dates

Please note, these days are correct as of 08/10/2024 but may be subject to change in unforeseen circumstances.

There are live tutors present and responsible for each module. You will get practical hands-on assistance during online sessions. This is our **active blended learning process** which is very interactive and peer to peer support is also encouraged. This learning process is one which we really feel strongly about, and we know that our participants need.

Q2 Is there a demand for the skills I will develop on the programme?

There is significant demand for these skills. Website building and search engine optimisation, content creation, data visualisation, design thinking approaches and digital marketing are key skills that you will learn in a practical hands-on way. The modules are 100% assessment based with the option to work on projects with a small-medium sized enterprise (SME) where practical to do so.

Many of our graduates have exciting new jobs in the digital marketing field, or transitioned to a new responsibility within their existing organisations.

Q3 What technological and digital skills will I learn on this course?

You will learn a range of important marketing technology skills (Martech) and how to use the software and platforms in an applied way.

Google Analytics, Power BI and many more applications are employed in the search engine analytics and visualisation modules. Evaluating hosting and domain registration options, installing a website from Wordpress.org and site maintenance skills. Planning and designing a website using User Experience Design techniques (UXD). Tools for collaborating and running online workshops with clients, and UX tools such as Figma and Miro are also used.

Q4 Are there core materials / books / websites that I could consult in order to get a flavour of what the course will be like?

The Design of Everyday Things - Donald A. Norman

Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability - Steve Krug
Digital Marketing – Chaffey, D., Ellis-Chadwick, F., (2019).

There are a variety of apps, materials, websites that are used, but we change those regularly to reflect new trends and technologies.

Q5 Has the programme opened new avenues and opportunities for past graduates.

This question is answered in the words of graduates:

'So, I signed up for the post-graduate course in Digital Media & Marketing in Jan 2018 and just found my element. The course is hands-on practical, I was able to work on projects for my employer and for local business and use them as my assignment submissions. This gave me great flexibility and showed my current employer how to value my skills, which in turn led to a promotion. The course also opened doors I now work full time as part of a management team where I have operational oversight on business operations with responsibility for Digital Media & Marketing'. Graduate 2019

'The course work led me to develop a proposal for a complete overhaul of Digital/IT resources for the current company I work for and the approval to spend a large sum investing in a "Going Digital plan". Without the Digital Media Certificate course my employer would never have

seen these skills as the qualification I received from GMIT Mayo gave them confidence in my abilities'. Graduate 2020

'When starting out in industry this course gives you the digital skills, knowledge and capabilities, mandatory to enable you to be anything from a digital marketing associate, Customer success associate, business analyst associate, digital influencer, digital business owner, digital engagements associate and much more. If you have industry experience prior to this course you may start out at a higher level. If you are doing this course then you are passionate about the digital industry.

From studying this course I built my very own basic website, I learnt about Google Analytics and why data is so important in enhancing your businesses growth. I learnt how to utilize the most up to date and professional tools such a Hotjar, Miro, WordPress, Mailchimp, Keywords everywhere and Power BI. These are all versions of tools that I use regularly in my role as a customer success associate.

We worked on numerous group projects doing numerous activities to help us engage and learn from each other. What I liked about this course was that it was a mix of graduates and experienced industry advocates. We as fresh graduates could teach those who needed fresh education and those who had come from industry needing to upskill could teach us the factual realities of business functionally on the field. We worked hand in hand together to become better equipped professionals.' Graduate 2022

Q6 When can I apply for the 2025 programme?

We start a new programme in January 2025. We take students into the post-graduate certificate in January of each year. Springboard applications close when the programme is fully subscribed.

Students who are pursuing the MSc qualification, also begin in January. You can apply by clicking on Apply Now on the programme page [Master of Science in Digital Media and Marketing | ATU - Atlantic Technological University \(gmit.ie\)](#).

If the apply now option is not available, email gspdreg.galwaymayo@atu.ie

Q7 How much are the MSc Digital Media and Marketing fees for EU citizens?

For all EU and Irish citizens, the fees for the 2-year part-time **master's** programme is €7000 euro. However, you may be entitled to get some funding via Springboard+.

To explain, a 30 ECTS credit post-graduate **Certificate in Digital Media and Marketing** is embedded within the content of the 90 ECTS credit master's programme design. If you meet the criteria for Springboard+ funding and met the academic qualifications, you may avail of funding.

If you qualify for the Springboard+ funding of approx. 2,800 euro, then this funding will pay for 30 credits and then the master's programme may only cost approx. 4,200 euro.

Q8 Where can I find out more about Springboard funding for the post-graduate certificate in digital media and marketing?

Visit the link to the Springboard website below and review the criteria to qualify for funding. You can apply here for the current springboard intake of the Post-graduate certificate in digital media marketing.

[Postgraduate Certificate in Digital Media and Marketing | ATU - Atlantic Technological University \(gmit.ie\)](#)

[HEA - Springboard+ - Digital Media and Marketing ATU Galway Mayo](#)

Q9 I hold the CAE as proof of English proficiency, but it expires in late October this year, is that a problem?

You must have completed the exam within two years of applying. Visit the ATU GALWAY-MAYO International Office Webpage for more details on this. Follow the link below:

[English Language Requirements | ATU - Atlantic Technological University \(gmit.ie\)](#)

Non- EU applicants who are not English speakers must have a minimum score of 6.5 (with a minimum of 6.0 in each band) in the International English Language Testing System (IELTS) – Academic. EU applicants who are not English speakers are recommended to have a minimum score of 6.5 (with a minimum of 6.0 in each band) in the International English Language Testing System (IELTS) Academic or equivalent.

For international students for more detail on your application process, please go to:

[International Online Applications | ATU - Atlantic Technological University \(gmit.ie\)](#)

Q10 Does this programme offer any kind of internship during the course? Other than seminars, workshops,

No, there is no internship on the programme.

Q11 I have a bachelor's in art and design, is this enough to get into the course?

Candidates must hold a level 8 Bachelor (Honours) degree with a minimum grade classification of H2.2 or equivalent in Marketing, IT/Computing, Business or cognate area.

Candidates who do not meet this entry criterion will be considered for entry to the programme under a formalised process of recognition of prior learning (RPL). If you do not meet the standard entry requirement and you consider you have relevant experience and learning which would be equivalent to the academic standard required you may initiate the process for RPL.

The standard requirement for consideration for RPL is a level 7 + 3 years verifiable relevant experience.

To initiate the process for RPL, review the process on the website [myexperience.ie](#), but **do not initiate your portfolio until you contact the Head of Department**, Dr. Meghann Drury Grogan meghann.drury-grogan@atu.ie or seek guidance from Online, Flexible and

Professional Development department: gspdreg.galwaymayo@atu.ie who will advise you how to proceed. See link for RPL website below.

<https://www.myexperience.ie/>

Q12 If I complete the post-graduate certificate, and progress on to the MSc programme, does my grade average for the certificate impact on the overall grade for the MSc?

The answer is No. You must pass the post-graduate certificate and do an additional *Research Methods and Critical Analysis* module to progress. However, the grade you achieved on your certificate does not have impact on the final MSc award. This MSc has the equivalent award status to an honours master degree and does not have a numerical classification.

The award programme documentation states that 'the final master's award is designated PASS/FAIL based on the performance in Stage 2.'

Q13 I am a non-EU citizen with a bachelor's degree in Computer Engineering, how do I proceed to apply for this programme?

As a non-EU citizen, your first port of call is the ATU Galway-Mayo international office. They will advise you on visas and other requirements for study in Ireland. See link below:

[Studying at GMIT | ATU - Atlantic Technological University](#)

Other useful links for international citizens can be found below:

[Non EU Scholarship | ATU - Atlantic Technological University \(gmit.ie\)](#)

[International Online Applications | ATU - Atlantic Technological University \(gmit.ie\)](#)

Q14 Is it possible to complete this master's in digital marketing in ATU Galway-Mayo in 1 year?

Students studying full time can complete the MSc in one year, starting in January and finishing in December. This does require in-person attendance (Mayo Campus in Castlebar), and students will complete a 30 credit Digital Media and Marketing project.

There will be a new full-time delivery starting January 2025. In-person delivery is on the ATU Mayo campus.

Q15 What are the modules in the post-graduate certificate?

The modules in the post-graduate certificate are shown below. These modules provide overall, 30 ECTS credits.

- Search Engine Analytics (5)
- Visualisation for Strategic Decision-making (5)
- Digital Content and Marketing Technology (10)
- Marketing Strategy Theory and Practice (10)

Q16 What modules do I need to complete for the MSc award?

Depending on if you are taking the MSc. online, part-time or in-person full-time, there will be a difference in the modules you need to complete. See the tables below for both options:

M.Sc. Digital Media and Marketing (Part-time, online over 2 years)	
STAGE ONE APPLIED: 40 credits sequenced delivery	
Search engine analytics (5)	Visualisation for strategic decision-making (5)
Digital content and marketing technology (10)	
Marketing Strategy Theory and Applications (10)	
Research Methods and Critical Analysis (10)	
STAGE TWO RESEARCH IN PRACTICE: 50 credits (Caveat inbuilt: ethics application must be conducted prior to research)	
Dissertation (50)	

M.Sc. Digital Media and Marketing (Full time, in-person – ATU Mayo)	
SEMESTER 1:	
Search engine analytics (5)	
Digital Transformation (10)	
Research Methods and Critical Analysis (10)	
Digital content and marketing technology (10)	
Marketing Strategy Theory and Applications (10)	
SEMESTER 2:	
Visualisation for strategic decision-making (5)	
Omnichannel Content Creation and Communication (10)	

Digital content and marketing technology (10) (Continued)
Marketing Strategy Theory and Applications (10) (Continued)
Digital Media and Marketing Project (30)

Q17 Where do I find out more about fees?

For information on fees you can go to the link below and email the fees office for your own specific needs and to talk about payment plans.

[Registration, Fees and Funding | ATU - Atlantic Technological University \(gmit.ie\)](#)

Q18 Who do I email to get help on issues related to applying for the programme?

For queries in relation to Postgraduate or Professional Development Courses please contact our Online, Flexible and Professional Development department:

Email: gspdreg.galwaymayo@atu.ie

Tel: +353 091-742140

For queries in relation applying as an International Applicant, please contact our International Office Team

Email: international.galwaymayo@atu.ie

Tel: +353 091-742349

For queries to the Head of Department of Enterprise & Technology:

Dr. Meghann L. Drury-Grogan

Email: meghann.drury-grogan@atu.ie

Q19 I have completed the Post-graduate certificate, can I now pursue the MSc programme in Digital Media and Marketing?

You can register for the MSc programme to complete the modules in Research Methods and Dissertation. Contact the OFPD department:

Online, Flexible and Professional Development department:

Email: gspdreg.galwaymayo@atu.ie

Tel: +353 091-742140

Q20 Can you explain the delivery format of the part time MSc programme?

The part time MSc programme has two stages and can be completed over 2 years. The first stage is hands-on, and more tutor directed as there are a lot of online technology lab-based sessions, during this stage it is important to attend longer live sessions online once a month. The research methods and dissertation modules can be completed online, there may be some on-site days as you complete your research.

Please be advised that for full time and international students there will be a new delivery format starting in January 2025 which will involve in-person classes on the ATU Mayo Campus and blended delivery. This MSc is completed in one year (January-December)

Q21 Can you tell me more about the assessment on the certificate programme?

For the taught modules, the assessment is **practical and 100% continuous**. In other words, there are no final formal written exams. For example, you build a website and add analytics to it, and you write up and present a formal marketing strategy encompassing traditional and digital marketing tactics and strategies.

These assessments are all built into the modules and are worked on throughout the programme. There is a final presentation day which involves presenting your strategic

marketing plan, and this final assessment day brings all four modules of the certificate to a close, as it feeds into most of the modules. Your assessments can feed into your own work commitments, in fact we encourage real workplace application of the work you do on the programme.

Q22 Roughly what sort of time commitment per week should I expect for the post-graduate certificate?

For this certificate programme, there are lectures every week from January 2025, there will be approximately 3 hours of virtual delivery sessions weekly, timed to be delivered during work lunch hours three times a week. This has been the standard online delivery schedule, but it may change slightly. Most of our online sessions are recorded for later viewing where it is possible to do so.

You can expect to work **at least** 4 to 5 hours a week on the assignments in addition to the scheduled lectures. Project work is demanding and there will be times when you will be working longer hours on assignments to get them completed.

Q23 As an international student, how do I apply direct to ATU Galway-Mayo for the MSc?

For international students go to the following link to apply:

[International Online Applications | ATU - Atlantic Technological University \(gmit.ie\)](#)

For queries in relation applying as an International Applicant, please contact our International Office Team

Email: international.galwaymayo@atu.ie

Tel: +353 091-742349

For Springboard application go to the website link:

[HEA - Springboard+ - Digital Media and Marketing ATU Galway Mayo](#)

Or contact Online, Flexible and Professional Development department:

Email: gspdreg.galwaymayo@atu.ie

Tel: +353 091-742140

To contact the head of department:

Dr. Meghann L. Drury-Grogan

Head of Department of Enterprise & Technology, School of Business

Email: meghann.drury-grogan@atu.ie

For academic information and queries relating to programme delivery schedule, contact programme chair Sharon Boyle

Email: sharon.boyle@atu.ie