

## Q1. Where/how is the programme delivered?

### NEW NOTE

**For international students we are now in the process of developing a specific on-site delivery programme, which, it is expected will be delivered on Galway campus weekly over three days, with some blended or virtual lectures also included for the remainder of the week. This new delivery process will be clarified in the coming weeks, so when you register as an international student, we will give you more details on this weekly on-site physical delivery schedule. (April 2021)**

However, the current delivery taking place for current students is part-time. We will continue to have a part-time delivery group for this MSc. At the moment, for the duration of the COVID pandemic restrictions, the academic team expect the programme to be delivered online most of the time. We generally deliver 3 to 4 live hours online once a week. These are scheduled during two lunch hours (1 to 2pm) and one or two later hours 6 to 7 or 5 to 6 pm. This is to accommodate those who work full-time. Most of our live sessions are recorded, so people can watch them later.

However, the plan was always to deliver in a blended format. That means that once a month for one Thursday and one Friday, the students come on campus in GMIT, Castlebar, Co Mayo. The planned schedule for online delivery for 2020-21 is as follows (there may be some amendments to this schedule).

*Post-graduate certificate in digital media and marketing 2021 Schedule. There may be some extra days for those students who are continuing to complete the MSc digital media & marketing*

Details	Date
Semester 1 starts	January 18 <sup>th</sup>
On campus	Jan 21 <sup>st</sup> & 22 <sup>nd</sup>
On campus	Feb 11 <sup>th</sup> & 12 <sup>th</sup>
On campus	March 11 <sup>th</sup> & 12 <sup>th</sup>
On campus	April 15 <sup>th</sup> & April 16 <sup>th</sup>
On campus	May 14 <sup>th</sup> (presentations)
Semester 2 starts	September 7 <sup>th</sup>
On campus	September 16 <sup>th</sup> & 17 <sup>th</sup> ** May change due to site visit **
On campus	October 14 <sup>th</sup> & 15 <sup>th</sup>
On campus	November 11 <sup>th</sup> & 12 <sup>th</sup>
On campus – Student Conference Days	December 9 <sup>th</sup> & 10 <sup>th</sup>
** Mandatory Attendance **	

## 2022 Schedule PG CeRT

Details	Date
Semester 1 starts	January 10th
On campus	Jan 20th & 21st
On campus	Feb 17 <sup>th</sup> & 18 <sup>th</sup>
On campus	March 10th & 11 <sup>th</sup>
On campus	April 7th & April 8 <sup>th</sup>
On campus	May 5th & 6th (presentations)
Semester 2 starts	September ?
	September 15th & 16th
On campus	** May change due to site visit **
On campus	October 13 <sup>th</sup> & 14 <sup>th</sup>
On campus	November 17 <sup>th</sup> & 18 <sup>th</sup>
On campus – Student Conference Days	
**	
Mandatory Attendance **	December 8th & 9th

The learning is not all self-directed. There are live tutors present and responsible for each module. You will get practical hands-on assistance in computer labs on the on-site days (Covid-19 permitting - social distancing regulations apply). 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 optimisation; content creation and digital marketing are key skills right now. Most of our graduates were already working and those who were not, have got jobs quite quickly or transitioned to a new responsibility almost immediately.

## Q3 On the technical side of the course, I can see that Visual Online Studio will be important. What other key analytical tools and software that feature in this course?

Google Analytics, Power BI and many more applications are employed in the data analytics and visualisation modules. The installation from wordpress.org, hosting, site maintenance, Adobe XD/InvisionApp are also employed.

## 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

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*

*'I am now registered on the Master of Science in Digital Media on GMIT Mayo Campus, researching Online/Distance Learning. This is leading me towards future employment opportunities in the education setting and I have recently facilitated talks for Student Spot Ireland & Student Affairs Ireland in relation to returning to education/Induction of first-year students in an online format'. Ronan O Neill*

## Q5 When will the cycle for new applications reopen for the next course intake 21-2022?

You can apply now for the January intake. We start a new programme in January 2021. We take students into the post-graduate certificate in January of each year. **Students who are pursuing the MSc qualification, will also begin in January.**

## Q6 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.

## Q7 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. Deadline for applications is 30<sup>th</sup> June 2021.

<https://springboardcourses.ie/details/9066>

Q8 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 GMIT International Office Webpage for more details on this. Follow the link below.

<https://www.gmit.ie/international/english-language-requirements-0>

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

<https://www.gmit.ie/international/international-online-applications>

Q9 Does this programme offer any kind of internship during the course? Other than seminars, workshops,

No, there is no internship on the programme.

Q10 With regard to the entry requirements for the Certificate in Digital Media and Marketing, I have a bachelor's in art and design, but I have heard it's not enough to get into the course. My question is, if I finished three Adobe digital courses and photoshop and other courses over the Internet do they entitle me to meet the requirements for entry?

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](https://www.myexperience.ie), but **do not initiate your portfolio until you contact the relevant Head of Department**, Dr Eamon Walsh or seek guidance from [learn@gmit.ie](mailto:learn@gmit.ie) who will advise you how to proceed. See link for RPL website below.

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

Q11 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.'

*(see point 9 Degree Profile Validated AQA2 MSc Digital Media and Marketing).*

Q12 I am a Ugandan 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 GMIT international office. They will advise you on visas and other requirements for study in Ireland. See link below:

<https://www.gmit.ie/international/studying-gmit>

### [Studying at GMIT | GMIT](#)

Galway-Mayo Institute of Technology (GMIT) is a university-level education institution based in the West of Ireland. We have over 75 nationalities represented across our five campuses, and offer international students:

[www.gmit.ie](http://www.gmit.ie)

Other useful links for international citizens can be found below:

<https://www.gmit.ie/international/non-eu-scholarships>

### [Non-EU Scholarships | GMIT](#)

GMIT Non-EU Student Scholarships. Scholarships are available for Non-EU students, as a bursary to the value of up to 30% of non-EU fees. Non-EU fees for academic year 2017/2018 are:

[www.gmit.ie](http://www.gmit.ie)

<https://www.gmit.ie/international/international-online-applications>

### Q13 Is it possible to complete this master's in digital marketing in GMIT in 1 year? Is it still part time?

The academic team believe the minimum completion time for the master's would be 18 months. It may be possible to complete in one year, if you were really focused full-time, but it would be tough going.

**NEW – there will be a new full-time delivery process for international students – this is being developed at the moment and the delivery schedule will be available over the next few months (by April 2022)**

The programme requires you to develop and optimise your own website from scratch as part of the learning. Some people come to the programme with a degree in technology and they fly through it but need to focus on gaining the marketing know-how. Others come with a degree in Business or marketing or a cognate degree and they need to work on their technology learning.

Currently, the programme is delivered in part-time mode. To complete the master's programme in 18 months, you should do the taught modules and simultaneously start progressing your research, while you complete the taught modules, when you finish the taught modules, you will then have a very fast moving six months to complete and submit your dissertation. **The next intake of the programme starts in January 2022.**

### Q14 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)

## Q15 What modules do I need to complete for the MSc award?

Refer to the modules in the answer to Q14, these four modules which form part of the certificate programme need to be completed. Then there is one further module in stage 1, which needs to be completed: Research Methods and Critical Analysis (10) and then you can move into Stage 2 of the MSc when you concentrate on the Dissertation/Applied Research Project (50 credits). When all six modules are complete then you may be eligible for the MSc award. See the structure of the MSc programme below:

<b>M.Sc. Digital Media and Marketing programme stages, modules and credits</b>	
<i>Programme development themes: Scholarly applied research; Strategic digital technology applications at the forefront of the field of marketing; Digital media and marketing strategic focus; Reflexivity, Socially Conscious and Ethical professional practice.</i>	
<b>STAGE ONE APPLIED: 40 credits sequenced delivery</b>	
<b>Search engine analytics (5)</b>	<b>Visualisation for strategic decision-making (5)</b>
<b>Digital content and marketing technology (10)</b>	
<b>Marketing Strategy Theory and Practice (10)</b>	
<b>Research Methods and Critical Analysis (10)</b>	
<b>STAGE TWO RESEARCH IN PRACTICE: 50 credits</b> (Caveat inbuilt: ethics application must be conducted before conduct of research)	
<b>Dissertation (50)</b>	

## Q16 Is the course only designed for people working in the area of Digital Marketing?

In relation to your first question, no, this programme is not just for digital marketing skilled people.

## Q17 Does GMIT permit students to pay in instalments?

Yes, for any more information about fees you can check here (see link below) and email the fees office for your own specific needs and to talk about payment plans.

<https://www.gmit.ie/registration-and-fees>

Q18 Who do I email to get help on issues related to putting in my application for the programme?

Please email [Learn@gmit.ie](mailto:Learn@gmit.ie)

Or [admissions@gmit.ie](mailto:admissions@gmit.ie)

For Springboard enquiries contact Peter Butler at [springboard@gmit.ie](mailto:springboard@gmit.ie)

Q19 I have completed the Post-graduate certificate, can I now pursue the MSc programme to add the master's degree onto my PG Cert in Digital Media and Marketing? How do I proceed if I can?

There is absolutely no problem in adding on the MSc to your certificate in Digital Media and Marketing. What you need to do is register on the MSc programme and complete the final single subject module in stage 1: Research Methods and Critical Analysis. The module CRN number is 53151. This extra module, together with the certificate, will complete the requirements for stage 1 of the MSc.

To register on the MSc email [Learn@gmit.ie](mailto:Learn@gmit.ie)

When you have completed the full 40 credits of stage 1 on the MSc, we will transfer you on to Stage 2 of the MSc programme.

Q20 Can you explain the delivery format of the two stages of the MSc programme?

The MSc programme has two stages. the first stage is hands-on, and more tutor directed as there are a lot of technology lab-based sessions, during this stage it is important to attend some sessions on campus once a month. The second stage is delivered virtually but you may also be required to attend some on site days as you complete your dissertation (a maximum of five on site days approximately at dissertation stage). It involves tutorials with your supervisor, as during the second stage you write up your thesis.

**New: please be advised that for international students there will be a new delivery format in 2022/23 academic year.**

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

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.

### Q21 Roughly what sort of time commitment per week should I expect for the post-graduate certificate?

For this certificate programme, there are lectures generally every week from January 10, 2022, we expect there will be approximately 3 to 5 hours of virtual delivery sessions weekly, timed to be delivered during work lunch hours twice a week, and after working hours twice a week. This has been the standard online delivery schedule, but it may change slightly. Most of our virtual sessions are recorded for later viewing at learner's convenience.

COVID restrictions permitting, the on-site sessions happen once a month for two days, Thursdays and Fridays. We do emphasise the importance of attending, the first four on-site sessions as they are crucial, in some cases if you miss the on-site sessions, you can catch up. There are some on site sessions which have assessments on site included, so they are also crucial. At present, during COVID, the sessions are predominantly online, the full days as well as the individual weekly lectures.

You can expect to work hard at least 4 to 5 hours a week, particularly in the first weeks, on the assignments in addition to the scheduled lectures.

### Q22 As an international student, how do I apply direct to GMIT for the MSc?

<https://www.gmit.ie/international/international-online-applications>

Points of contact :

[Laura.mctigue@gmit.ie](mailto:Laura.mctigue@gmit.ie) or [Jackie.walsh@gmit.ie](mailto:Jackie.walsh@gmit.ie) = Business School Administration

[Learn@gmit.ie](mailto:Learn@gmit.ie) Postgraduate and Professional Development department – **contact them to register as first point of course registration contact inside GMIT.**

[Janine.mcginin@gmit.ie](mailto:Janine.mcginin@gmit.ie) Programme chair, for academic information.

For Springboard application go immediately to the website link  
<https://springboardcourses.ie/details/9066>

Or contact [Springboard@gmit.ie](mailto:Springboard@gmit.ie)