



# Certified Digital Marketing Professional



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# Certified Digital Marketing Professional - eCollege Course

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## Enrolment and Course Access

### eCollege Login

Once you have activated the course, you will always log in to eCollege here: [www.ecollege.ie](http://www.ecollege.ie).

### eCollege Password

If you forget your password, you can use the password reset option on eCollege:

[https://ecollege.etbonline.ie/login/forgot\\_password.php](https://ecollege.etbonline.ie/login/forgot_password.php)

### Course Start Date

The course starts once you have logged into eCollege. We run this course on a continuous intake basis. You may see other start dates on Fetch Courses; these are incorrect.

### Course Length

We allow **20** weeks to complete the course, and we suggest you will need to study about **10** hours a week. Based on previous statistics, many learners complete this course in less than **20** weeks.

There are approx. **30** contact hours within the interactive tutorials, and you may have to go back over specific topics. There is also a portion of self-directed learning involved.

## eCollege Course Structure

We have laid out the course structure with these topics:

- Getting Started
- Course Resources
- Course Content (multiple modules)
- Exam Booking

### Getting Started Topic

The Getting Started topic includes:

- Induction Module
  - Online Learning
  - eCollege Policies and Procedures
  - Workstation Safety
- Getting Started Questionnaire
  - Provides you with valuable course information. We also ask some questions concerning your employment and education status.

## Course Resources Topic

The Course Resources topic includes recommended and optional reading and details on course forums.

## Course Content Modules

All course work is included in the following **10** Course Content modules:

1. Introduction
2. Content Marketing
3. Social Media Marketing
4. Search Engine Optimisation (SEO)
5. Paid Search
6. Display & Video Advertising
7. Email Marketing
8. Website Optimisation
9. Analytics
10. Digital Strategy

## Exam Booking Topic

In the Exam Booking topic, you will complete the Course Questionnaire and Exam Booking Form to help guide you through the exam booking process.

## Course Information and Syllabus

### Prerequisites

There are no mandatory prerequisites, but the course is technically demanding. We recommend that prospective students are familiar with basic computing and digital marketing concepts.

### Course Information

This online course will give you a detailed roadmap to excellence in your digital marketing career. You will learn how to effectively strategise and implement powerful digital marketing campaigns that drive conversions, from social media marketing and Search Engine Optimisation (SEO), to integrated multimedia marketing strategies.

eCollege delivers the course in conjunction with the Digital Marketing Institute, whose industry professionals set the global standard in digital education.

You can review the course syllabus [here](#).

## QQI/FETAC

There is no QQI/FETAC qualification associated with this course.

## Certification

Upon successful completion of the Certified Digital Marketing Professional examination, you will be awarded an industry qualification by the Digital Marketing Institute. See more information [here](#).

## Examination

### Exam Costs

SOLAS will cover the cost of your exam.

### Exam Format

- 180 questions, including multiple-choice and image-clicking/hotspots
- Time limit: 3 hours
- Pass mark: 60%.

### Register for the Examination

You will be able to register for the exam once you have completed all the topics, including the Test Preparation topic. After these are all successfully completed, the Exam Booking topic will be available to you.

At this point, eCollege administration staff will work with you to purchase the exam from the Digital Marketing Institute. This process will require you to create a Pearson VUE account and complete a registration form for them.

### Where Can I Complete My Examination?

You can choose a physical Test Centre or the online option, whatever is convenient for you on the Exam Booking Form (if applicable). Once the Exam Booking Form is submitted, eCollege will send you an exam voucher, and you will be able to book your exam with Pearson VUE.

### Refund of Public Travel Expenses

You may have to travel to a test centre; we can refund the cost of any public transport used. Please keep your receipts.

### Exam Support

If you require accommodation (support for any documented learning difficulties), you need to apply for this in advance. Any request for additional support **will require documented evidence** from a medical professional.

We cannot request additional support on your behalf due to data protection. There is no requirement to start this process now. You will be able to do this once you have reached the Exam Booking topic.

## Course Content

### Live Classes

There are no live classes. The course content is laid out for you in interactive tutorials that can be accessed anytime once you are logged into eCollege.

### Interactive Tutorials

Course content is created and designed by the Digital Marketing Institute. The Digital Marketing Institute supply eCollege with interactive tutorials aligned to the course syllabus. These interactive tutorials are found within each module. They cannot be viewed offline.

### How to approach the course

Once you have completed all the activities in the Getting Started topic, Course Resources, and Course Content material will be unlocked and available to you.

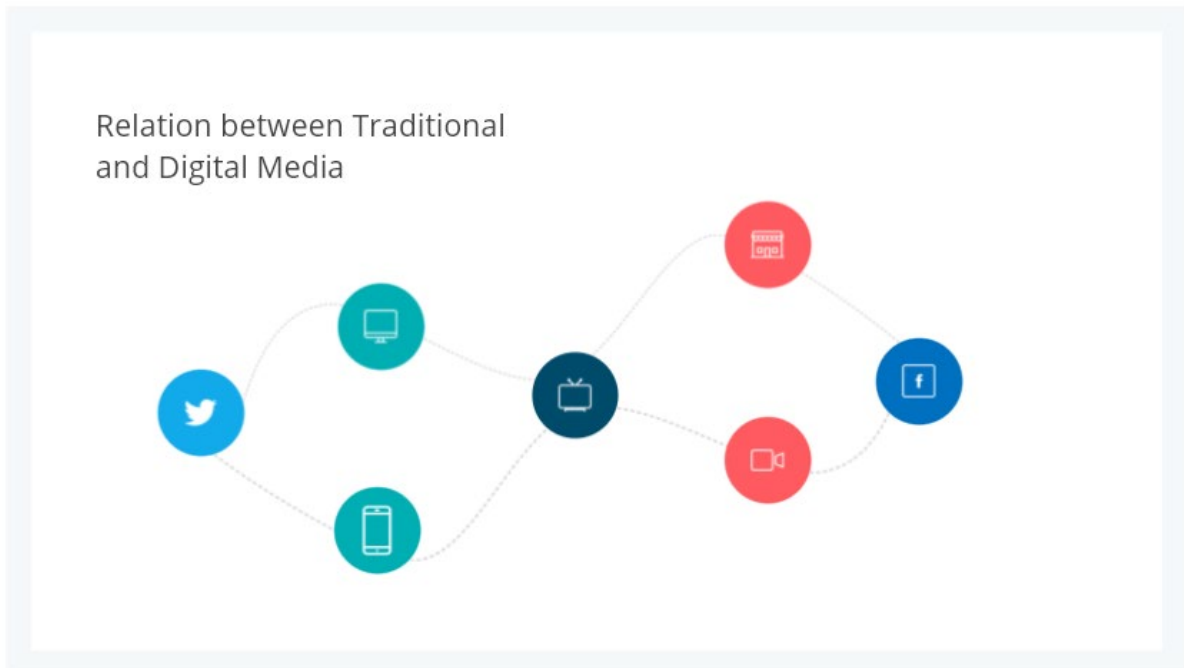
You will progress through each course module in order. Course Content modules focus around the course material supplied by the Digital Marketing Institute.



These interactive tutorials that appear like this:

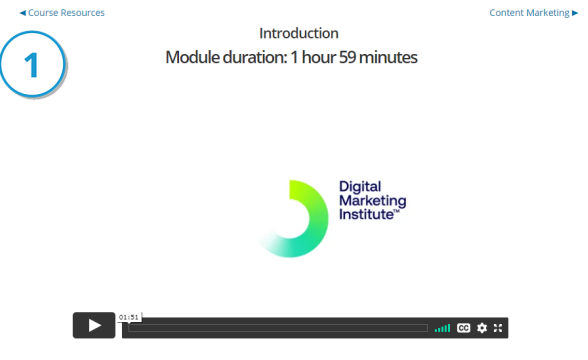

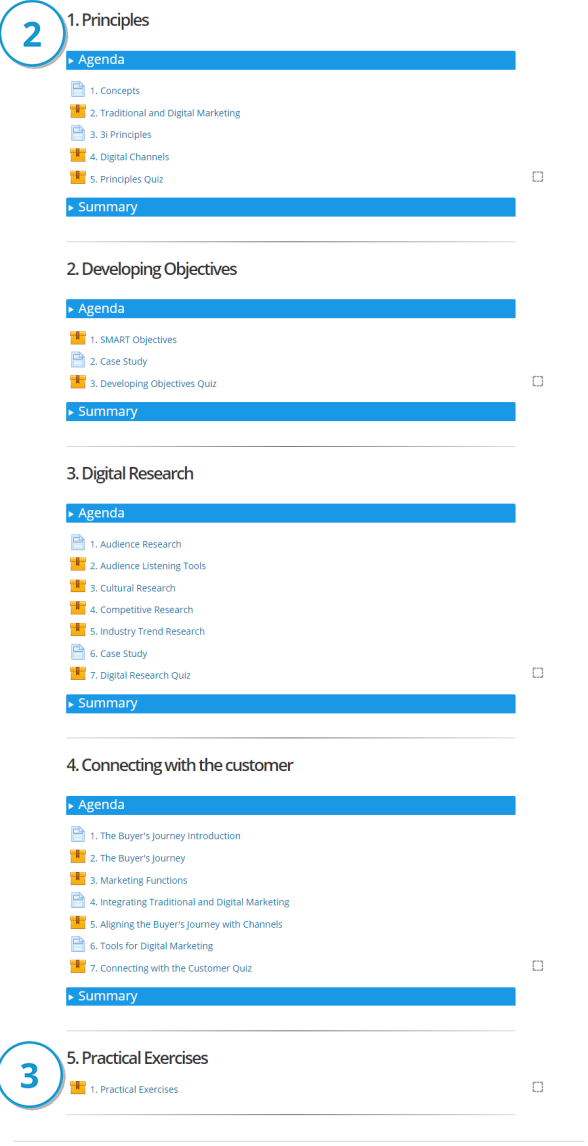


These icons launch video content.





## How to approach the first module

<p>1</p>	<p><b>Introduction video:</b> Watch this brief video to learn about what is covered in the module.</p>	
<p>2</p>	<p><b>Coursework:</b> Click to open and review the interactive tutorials.</p>	
<p>3</p>	<p><b>Practice Exercises:</b> Complete the practical exercises associated with the topic.</p>	

Review the forums detailed in the course resources and ask a question of your fellow participants if you wish to transfer knowledge.

Once you complete all steps for the topic, you can move to Module 2 and repeat the process.

## eCollege Support

We have a reliable support system in place, and you can contact us via email for any questions or concerns. You can request a phone call if you wish to speak to eCollege.

### eTutor

There is an eTutor assigned to your course who is available via email if you have any subject matter related queries. Your eTutor will email you to welcome you to the course. You can also see their contact information on the course homepage.

### Administration and Helpdesk

We have a team of administrators who can help with general course questions and technical support.

### Technical Requirements

Most eCollege courses will require you to have a Windows PC, especially any Microsoft courses. Other courses may allow the use of an Apple device.

We recommend:

- Dual-core processor
- 4GB of RAM or higher
- The latest up-to-date operating system
- Chrome or Firefox web browser
- Minimum screen resolution of 1024 X 768
- High-speed broadband – we do not recommend the use of mobile dongles

A printer is not required.

### Pop-Ups

You must enable popups to allow the interactive course material to run. Please add the following URL as an authorised site for popups: <https://ecollege.etbonline.ie/>. Do not turn off popup blockers completely.

How to do this per browser:

- [Chrome](#)
- [Firefox](#)
- [Internet Explorer](#)
- [Edge](#)

## eLearning General Information

We are aware that eLearning has its challenges that can prevent you from absorbing the content and the critical aspects of the course.

We are also aware that you may be on-the-go and don't have a lot of time to devote to the eLearning experience.

You can overcome this by engaging your course in bite-sized chunks when you are ready to learn. You should also avoid lengthy study sessions; by doing this, you give yourself the chance to acquire and retain information more effectively.

We also offer the opportunity for peer collaboration through the various discussion forums within the course, where learners can collaborate on the subject matter. If you have a specific issue with the course, we advise you to contact the eCollege team.