

Diploma

Lifestyle Retail & Digital Marketing



Are you currently working in lifestyle retail or would like to upskill to offer creative marketing solutions for this area of retail?

Then this programme is for you. It will develop your skills, knowledge and understanding of how to strategically market, apply creative practices, produce visual content and present online and offline solutions that communicates an effective digital marketing solution to maximise sales. Lifestyle stores including department stores, fashion or sports stores, pharmacy, homeware, speciality food stores, book stores, jewellery and many more, recognise the requirement to employ strategic and creative marketing individuals to meet the ever-evolving demands for retail success.



Course Info:

Level 7

60 Credits

100% Online

Duration: Two Semesters

No exams. All assessments are presentation or project based

May be eligible for part-funding from Retail Ireland Skillnet

COURSE STRUCTURE

Brand Communication for Lifestyle Retail	Creative Direction & Strategic Management	Digital Marketing for Omni Channel Marketing Solutions	Digital Content Creation for Lifestyle Retail
15 Credits	15 Credits	15 Credits	15 Credits
This module focuses on analysing the brand, brand values, trends and the consumer to identify communication strategies online and offline to maximise sales	This module aims to introduce ideas around how to build and motivate a creative team to work effectively together. The learner will also consider ways to plan for and procure the best product mix and effectively visually merchandise for increased sales.	This module focuses on planning and optimising an effective digital marketing strategy. The learner will set up social media accounts, create a brand narrative with eye-catching graphic content, plan for influencer marketing and link accounts to improve sales	This module is an introduction to the fundamental principles of social media photography and video. The learner will work with photography and video capturing and editing techniques appropriate for social media

This course is for people who:

Want to work with social media in lifestyle retail

Want to grow their retail sales

Want to apply an understanding of brand to ensure a consistent marketing approach

Want to plan for the best product mix and effectively merchandise for increased sales



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