



lyit

Institiúid Teicneolaíochta  
Leitir Ceanaínn  
Letterkenny Institute  
of Technology

# Certificate in Social Media & Web Marketing for the Tourism Sector

Springboard+ is co-funded by  
the Government of Ireland  
and the European Union.



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HEA | HIGHER EDUCATION AUTHORITY  
AN t-ÚDARHÁS UCHT-ÁDHEOLAÍOCHT

FUTURE JOBS  
IRELAND  
Powering New Jobs for Tourism's Economy



Level 7 – (30 Credits)

# PROGRAMME OVERVIEW

In a world where more and more activities are centred online, social media and web marketing are some of the most effective ways to build customer relationships and promote an organisation's products or services. But it can be a struggle to make sense of the sea of acronyms, technologies and platforms.

The Certificate in Social Media and Web Marketing for the Tourism Sector will help a learner develop a strategic approach to executing today's most relevant digital marketing tactics using social media and website platforms. Throughout the programme, learners will examine social media and web marketing best practices to design a robust digital marketing strategy and create brand-centred social and web content that aligns with an organisation's marketing objectives.

Creating and maintaining a clear, impactful and authentic social media presence is key to discovering and connecting with potential customers. This begins with understanding when, where, how and to who social marketing content should be targeted and continues with brand driven content that builds customer connection, community and advocacy.

## KEY FEATURES

- > Level 7 programme.
- > Flexible delivery, 100% online with weekly live and recorded lectures.
- > Designed in collaboration with industry.
- > Applied learning focused on contemporary issues.
- > Focused on development of skills and competencies in the specific area of social media and web marketing.
- > Includes work-based learning project.
- > Personal and supportive approach to teaching and learning.

## Application Form

Applications can be made via the Springboard website [www.springboardcourses.ie](http://www.springboardcourses.ie). All applicants are required to provide a copy of their C.V., a copy of their highest education qualification certificate and documentary evidence of their eligibility for Springboard including residency (i.e. that they have been ordinarily resident in Ireland or the state EEA/EU/UK/Switzerland for 3 out of the last 5 years). Eligibility criteria for Springboard is available on the Springboard website at <https://springboardcourses.ie/eligibility>.

## COURSE FEE

Springboard will cover 90% of the course fees for students who are currently in employment and 100% of the fees for students who are currently unemployed. The student contribution of 10% is €220.

# COURSE STRUCTURE, DURATION & DELIVERY

This is a part-time programme, delivered in distance mode (online). The course will take place one evening per week, with approximately 3 hours of live class. Classes will run in 8-week blocks per module. Induction for this programme will take place on week commencing 14 March. The following schedule is indicative and subject to final confirmation.

Week		1	2	3	4	5	6	7	8
Module	Week Commencing								
<b>Tourism Web Performance and Analytics (10 credits – Mandatory)</b>	Induction 14/03/22	21/03/22	28/03/22	04/04/22	25/04/22	02/05/22	09/05/22	16/05/22	23/05/22
<b>Tourism Social Media Planning and Practices (10 credits - Mandatory)</b>		19/09/22	26/09/22	03/10/22	10/10/22	17/10/22	24/10/22	31/10/22	07/11/22
<b>Work Based Learning (10 credits - Mandatory)</b>		17/10/22	24/10/22	31/10/22	07/11/22	21/11/22	28/11/22	08/12/22	12/12/22

\*Timetables will be issued at the end of February from the Department of Tourism.

## DELIVERY MODE

Distance mode is a way of educating students online with a view to maximising flexibility and to facilitate learning through various channels in a variety of locations; work, home, travelling/commuting, public spaces or even a coffee shop. The expected contact hours per week are approximately 6.

The online delivery of this programme is designed to support a highly flexible approach where individuals can pick up their learning on an omni location/channel basis, as they move through their daily cycle, between work and home.

## IS THERE A DEMAND FOR GRADUATES WITH THESE SKILLS?

- ✓ According to the Tourism Recovery Plan 2020-2023, prepared by the tourism recovery taskforce, the impact of Covid-19 on tourism has been existential, devastating employment, businesses and livelihoods across the sector. Tourism employs 260,000 people across Ireland and up to 180,000 of these jobs are either vulnerable or already lost. In 2019, the sector generated over €9 billion for the economy from international tourism and related carrier receipts together with domestic tourism.
- ✓ Tourism's contribution is not confined directly to the generated employed, economic activity and exports. The sector has an important multiplier effect on other employed sectors such as agriculture, transport, food and beverage and retail, and is particularly important to regional economies. It has a proven track record in delivering strong recovery following previous global economic shocks, creating the largest number of jobs post the 2009/2010 recession.

# ENTRY REQUIREMENTS

The minimum entry requirements for the Certificate in Social Media & Web Marketing for the Tourism Sector is 5 O6/H7 in the Leaving Certificate, to include Mathematics (F2/O6/H7) and either Irish or English (O6/H7), or QQIFET Level 5, or equivalent qualification.

Candidates who do not meet the above entry requirements may be admitted to the programme on the grounds of mature years (over 23 by 1st January in the proposed year of entry). RPL will be considered in accordance with the Quality Assurance of LYIT.



## FURTHER INFORMATION

### Course Queries

**Donna Mulligan**

Faculty of Business

Email: [Donna.mulligan@lyit.ie](mailto:Donna.mulligan@lyit.ie)

Phone: (0)74 9186613/9186600

### Application Queries

**Springboard Office,**

Letterkenny Institute of Technology,

Email: [Springboard@lyit.ie](mailto:Springboard@lyit.ie)



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