



Lead the Next Phase of Digital Growth

Strategic Digital Marketing | Level 8

Key Facts

Award: TU Dublin Level 8
Format: Live online
Schedule: 2 evenings per week
Time: 6.00–9.00 pm
Dates: 15 September - 22 October 2026

What You'll Learn

- Strategic digital planning and design thinking
- Customer journeys, data, and measurement foundations
- Channel strategy: search, paid social, email, and LinkedIn
- Conversion rate optimisation and experimentation
- AI, analytics, legal, and ethical decision making in digital marketing

Programme Lead

Patrick Kennedy

Marketing Scientist & Educator

- Leads Global Scaled Measurement at Pinterest
- Former Meta Marketing Science Lead (6,000+ clients across EMEA)
- 14+ years' experience in performance, measurement, and growth strategy

Assessment

Practical final project
Develop a digital strategy and measurement plan tailored to your organisation.
Designed specifically for working professionals.

Who This Programme Is For

This programme is designed for:

- Marketing managers and senior executives stepping into digital strategy responsibility
- Professionals responsible for performance, acquisition, or measurement
- Leaders driving digital transformation, growth, or customer strategy
- Experienced marketers looking to sharpen strategic, data driven decision making

What You'll Gain

By the end of this programme, you will be able to:

- Build a full funnel digital strategy aligned to business objectives
- Define measurement frameworks and KPIs that senior stakeholders care about
- Identify the right channels for growth — and stop wasting budget
- Design a structured digital marketing plan you can apply immediately
- Make confident, evidence based decisions using data, analytics, and AI tools

About the Programme

This Level 8 programme equips experienced professionals with the strategic frameworks, tools, and confidence needed to lead digital marketing at a senior level. Through practical application, real world examples, and expert led delivery, participants develop a clear understanding of how digital channels, data, and measurement work together to drive sustainable business growth.

Delivered live online, the programme is designed to fit around full time work while delivering immediate, real world impact.

Confirm your Registration
Contact education@mii.ie