

Looking to give your career the edge?



The APMC is delighted to announce that it is enrolling candidates for its recently revamped

Diploma in Promotional Marketing

Mandatory Modules (All 6 must be completed):

- 1. The Role of Promotions in Integrated Marketing
- 2. Understanding audiences and channels
- 3. The promotional techniques
- 4. Legal & Compliance - In association with Hayes Solicitors
- 5. Strategic Thinking and Evaluation
- 6. Creativity

Elective Modules (3 of 6 must be completed):

- 1. The cutting edge of MarTech - NEW
- 2. Experiential Marketing
- 3. Shopper Marketing
- 4. Operational Management
- 5. Procurement
- 6. Partnership Marketing

Key dates:

24th April	Closing date for enrolment
18th May	1st course submission
June	Irish sales promotion law and practices -1.5 hour session, Hayes Solicitors
7th September	Final Submissions due

All dates will be confirmed nearer the starting date of the course.

Candidate Testimonial

“I found the course to be extremely relevant for my day to day duties as an account manager. The seminars were particularly interesting and were a great opportunity to discuss the course content and set questions with the other candidates. The legal module was really helpful and I find myself using its content all the time. The submission itself is very practical as you apply the theory learned from the course into real life projects. I would highly recommend this course to other agency personnel.”

Kieran Ivers, Account Manager, TEQUILA\ Ireland.

Cost for APMC members	€1,450
Cost for non APMC members	€1,650

Call Karen Neville on 01 2848401 today to book your course or email Karen@apmc.ie

Further information

The Diploma is designed for agency personnel involved in devising, developing and running promotional campaigns to provide a solid platform on which to build experience and future learnings. The aim of the Diploma is to increase standards of professionalism in the industry and provide a benchmark for employers in Ireland. Module 2 has been specially rewritten by APMC Legal advisors to cater for the Irish audience and Irish legislation. This definitive qualification for the industry involves a series of questions and a set brief being completed over a four and a half month period, covering all aspects of planning, implementing and running promotional activity regardless of the media or channel used. The course covers all the ways in which promotions are communicated with particular emphasis on the most interactive channels – web, mobile and experiential.

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