



The New Media Institute

OFFICE

New Media Centre
Unit 27
The Mill
Celbridge
Co.Kildare
Ireland

PHONE

+353 (0)87-2445505
+353 (0)86-8549635

E-MAIL

info@tnmi.net

WEB

www.tnmi.net



TNMI is a registered FETAC Provider 42413M

EMPLOYMENT SKILLS PROGRAMME

Digital Media for the Workplace

COURSE	FETAC LEVEL	CREDITS	DURATION
Digital Media in Business	Level 4 Award	10 Credits	5 Weeks

Overview

Digital media is becoming an essential part of modern business, whether its a sole trader or a multi-national, each business requires a presence on the web to attract and inform customers. We are familiar with websites as a business tool and now Facebook, LinkedIn, Twitter and Youtube are becoming more relevant as a means of targeting customers.

This course is designed to help you develop these pages using Digital Media content. This is an ideal follow-on course for the Creative Digital Media Course.

Who is this course for ?

- Unemployed who wish to up-skill by adding media skills to their CV
- People currently studying IT or office procedures
- Businesses updating their Web presence

Course Outline

This course is delivered over 5 weeks and will provide participants with all the relevant skills required to use digital media content to create and manage social media sites

Part-Time 3 hours per week for 5 weeks Tutor led
 6 hours per week student study

Outcome

Each participant will produce a portfolio of content including a Facebook business page, a LinkedIn and twitter profile and a Youtube Channel.

Course Requirements

Basic computer skills required and each participant must have a laptop.

Qualification

FETAC Level 4 in Digital Media Technology 4N1858

Progression

This Award can form part of a level 4 Certificate in:

[911604I](#) Audio Visual Techniques

This Course is eligible for the FAS Technical Employment Support Grant
(Social Welfare and/or Medical Card holders are exempt from exam fees)