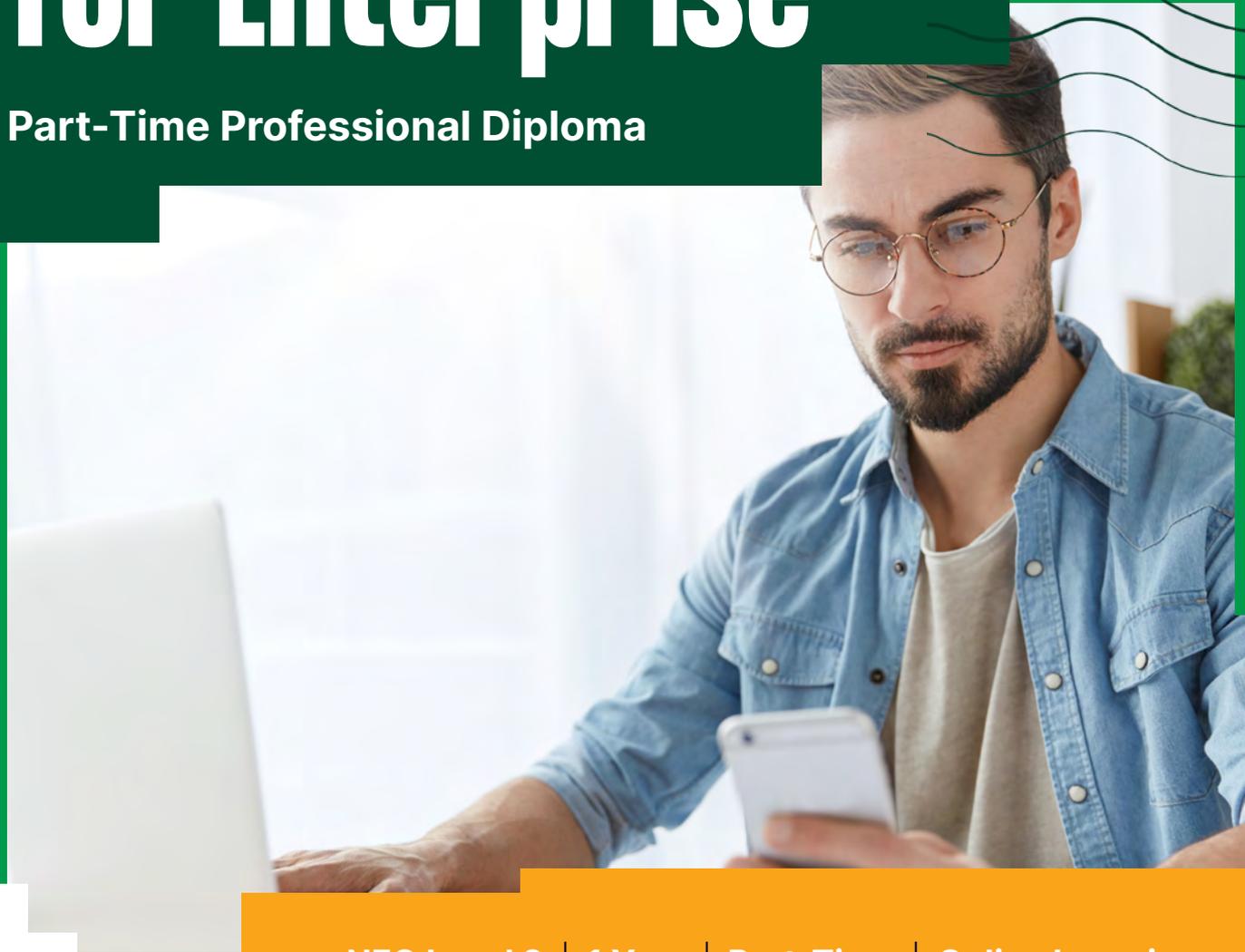Faculty of Arts, Humanities and Social Sciences

Communications and Digital PR for Enterprise

Part-Time Professional Diploma

NFQ Level 9 | 1 Year | Part-Time | Online Learning

With digital media and social platforms on the rise, companies face challenges in reaching target audiences. Building trust and loyalty requires strategic communication and reputation management. To meet these demands, companies invest in comprehensive communication and PR strategies, integrating traditional and digital media, leveraging content, and prioritising stakeholder engagement and brand advocacy.

This Professional Diploma will equip you with the knowledge and skills to thrive in today's digital communications and PR landscape. It will equip you with the skills to develop enterprise communication and public relations strategies. You will also learn how to engage with media and cost-effectively develop online and social media content and strategies. On completion, you'll be equipped with how to:

- Develop effective communication strategies
- Manage brand reputation
- Effectively implement digital marketing techniques
- Create and manage content
- Measure and evaluate communication outcomes

EXPLORE THE COURSE MODULES:

- Digital PR for Enterprise
- Future-Focused Professional Portfolio 1 & 2
- Introduction to Data Communications
- Identifying Communications Strategies for Enterprise
- Media Literacy

THIS PROGRAMME IS FOR YOU IF:

- You work in small to medium sized industries, including already existing companies, start-ups, and social enterprise.
- You are a Marketing and PR Professional, Communication Managers, Business Owner, Entrepreneur, Advertising Professional, or Social Media Manager.
- If you wish to develop and future proof your communications skillset in a rapidly changing media environment.

Take your curiosity one step further; find out more.

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