Personal & Professional Development for a Knowledge Economy

Master Classes 2017
Welcome to DCU

Dublin City University (DCU) is a strong, dynamic and ambitious university, with a distinctive mission to transform lives and societies through our education, research and innovation. Since admitting our first students in 1980, DCU has continued to grow year on year; we now have over 50,000 alumni playing key roles in many sectors across the world.

DCU’s academic excellence is recognised and acknowledged around the world. We are ranked regularly among the top young universities globally by the Times Higher Education Top 100 under 50 and the QS Top 50 under 50. In the last ten years, DCU has twice been named Sunday Times ‘Irish University of the year’.

At DCU, we believe in the transformational impact that a university education can have on the lives of our students. We foster entrepreneurial skills in our students and graduates, encouraging them to be creative, analytical, socially responsible and enterprising. For this reason, DCU graduates are always ready for the changing world.
DCU Business School

DCU Business School, is one of Europe’s most dynamic young business schools. We have redefined the boundaries of the traditional business school, collaborating on multiple levels with business, with industry and with government. Being responsive to the needs of people, organisations, economies and societies is at the heart of all of our programmes, and it gives us a momentum not readily achieved by older institutions.

We develop our students’ capability to bring sustainable value to their organisations and to society at large, to confidently manage and lead in environments that are not predictable, and to prepare them for diverse, dynamic career paths over their lifetimes. The quality of our teaching, our small class sizes, and our high levels of industry engagement make us stand out, and have been recognized by AACSB, the oldest and most prestigious global accrediting body for business schools.

We focus on strategically important business issues, and take pride in the impact our engagement has on industry. We recognise that these connections are key to delivering a unique learning experience. Our solid industry relationships have allowed us to instil an enterprising culture into our courses, which has resulted in DCU Business School’s reputation as being one of the most innovative business schools.
DCU Business School Master Classes

Our research meets head-on the strategic and operational challenges ahead for modern organisations. We harness the deep academic expertise within our faculty, our very active industry relationships, and the strength of our international partners’ research experience. As a result, we are national leaders in translating research knowledge into tangible benefits for business and their employees.

Our strong suite of specialisms, led by dynamic research groups of academics, business specialists, researchers and educators, means we can work across the disciplines to bring practical, multi-dimensional solutions to modern business problems.

The following pages detail our Master Classes, designed with a focus on Personal & Professional Development for a Knowledge Economy.
Marketing
Overview

Content marketing is the activity and processes for creating, communicating and delivering content that has value for customers, clients, partners, and society at large. It is increasingly a core element of the digital marketing arsenal and plays an important part in search engine optimization, social media marketing, PR, native and in-feed advertising.

This workshop is designed to help management understand content marketing using digital channels. It will present a framework for both developing, implementing and measuring the success of a multi-channel content marketing programme.

Learning Outcomes

On completion of this master class participants will be able to:

- Understand the main concepts in content marketing

- Navigate the content marketing landscape and understand the role that different participants, technologies and tools play in successful content marketing

- Generate relevant content

- Develop a content marketing programme

- Measure the success of a content marketing programme

Who should take this Master Class?

Marketers and PR professionals
Entrepreneurs
Introduction to Digital Marketing

Overview

Digital marketing is increasingly seen as a core capability by many firms. Its high degree of measurability combined with cost-efficient customer acquisition can contribute positively to competitive advantage. However, the rapidly evolving nature of the digital marketing ecosystem makes it difficult for executives to keep up with the language, concepts, technologies and tools that their marketing teams are working with.

This workshop is designed to help management understand how digital technologies are changing consumer behaviour and marketers can engage with them using digital channels. By learning the language of digital marketing and the concepts underpinning an ever-expanding field, participants can make more informed marketing decisions. The workshop will provide attendees with an overview of the digital marketing landscape and key trends for the future.

Learning Outcomes

On completion of this master class participants will be able to:

• Understand the changes to the customer journey for digitally-engaged consumers

• Identify the main characteristics and concepts in digital marketing

• Navigate the digital marketing landscape and recognize key tools and technologies for the various digital marketing channels

• Appreciate the key trends in digital marketing and how they impact key markets

Who should take this Master Class?

Management from more traditional industries or organisations established pre-Internet

Management from non-marketing backgrounds
Overview

With over a billion people using some form of social media worldwide, social media provides organisations with an unprecedented opportunity to understand and engage with existing and prospective customers worldwide. Social media can be used to generate growth in sales, consumer participation, retention, and profitability. However, it also changes rapidly and represents potential risk.

This workshop provides an overview of the social media landscape and helps management understand the functional building blocks of social networking sites and implications for marketing. It will explore the role of social media through strategic, functional and tactical lenses emphasizing the need for careful online reputation planning. The workshop will outline a framework for developing a social media strategy and managing social media campaigns.

Learning Outcomes

On completion of this master class participants will be able to:

- Understand the activities needed to develop a firm-level social media strategy
- Improve how social media marketing campaigns are managed
- Measure the success of a social media programme

Who should take this Master Class?

Marketers and PR professionals
Entrepeneurs
For more information about DCU Business School and our faculty, please visit [dcu.ie/business](http://dcu.ie/business)