



**October 2020 - ICT - Higher Diploma in Science in Digital Marketing - Part Time**  
**Academic Calendar 2020/21/22**

Week Commencing		On Demand Contact Hours		Hours	Monday	Hours	Wednesday	Hours
<b>Academic Year 1</b>								
19 October 2020	Week 1				Digital Content and Storytelling	3.0	Digital Marketing Management	0.0
26 October 2020	Week 2	Digital Content and Storytelling	Digital Marketing Management	2.0	Digital Content and Storytelling	2.0	Digital Marketing Management	0.0
02 November 2020	Week 3	Digital Content and Storytelling	Digital Marketing Management	2.0	Digital Content and Storytelling	2.0	Digital Marketing Management	0.0
09 November 2020	Week 4	Digital Content and Storytelling	Digital Marketing Management	2.0	Digital Content and Storytelling	2.0	Digital Marketing Management	0.0
16 November 2020	Week 5				Digital Content and Storytelling	3.0	Digital Marketing Management	0.0
23 November 2020	Week 6	Digital Content and Storytelling	Digital Marketing Management	2.0	Digital Content and Storytelling	2.0	Digital Marketing Management	0.0
30 November 2020	Week 7	Digital Content and Storytelling	Digital Marketing Management	2.0	Digital Content and Storytelling	2.0	Digital Marketing Management	0.0
07 December 2020	Week 8	Digital Content and Storytelling	Digital Marketing Management	2.0	Digital Content and Storytelling	2.0	Digital Marketing Management	0.0
14 December 2020	Week 9				Digital Content and Storytelling	3.0	Digital Marketing Management	0.0
21 December 2020	<b>Christmas Break</b>							
28 December 2020								
04 January 2021	Week 10	Digital Content and Storytelling	Digital Marketing Management	2.0	Digital Content and Storytelling	2.0	Digital Marketing Management	0.0
11 January 2021	Week 11	Digital Content and Storytelling	Digital Marketing Management	2.0	Digital Content and Storytelling	2.0	Digital Marketing Management	0.0
18 January 2021	Week 12				Digital Content and Storytelling	3.0	Digital Marketing Management	0.0
25 January 2021	<b>Reading Week</b>							
01 February 2021	Week 13	Digital Marketing Communications		2.0	Digital Marketing Communications	1.5		0.0
08 February 2021	Week 14	Digital Marketing Communications		2.0	Digital Marketing Communications	1.5		0.0
15 February 2021	Week 15	Digital Marketing Communications		2.0	Digital Marketing Communications	1.5		0.0
22 February 2021	Week 16	Digital Marketing Communications		2.0	Digital Marketing Communications	1.5		0.0
01 March 2021	Week 17	Digital Marketing Communications		2.0	Digital Marketing Communications	1.5		0.0
08 March 2021	Week 18	Digital Marketing Communications		2.0	Digital Marketing Communications	1.5		0.0
15 March 2021	<b>Reading Week</b>							
22 March 2021	Week 19	Digital Marketing Communications		2.0	Digital Marketing Communications	1.5		0.0
29 March 2021	Week 20	Digital Marketing Communications		2.0	Digital Marketing Communications	1.5		0.0
05 April 2021	Week 21	Digital Marketing Communications		2.0	Digital Marketing Communications	1.5		0.0
12 April 2021	Week 22	Digital Marketing Communications		2.0	Digital Marketing Communications	1.5		0.0
19 April 2021	Week 23	Digital Marketing Communications		2.0	Digital Marketing Communications	1.5		0.0
26 April 2021	Week 24	Digital Marketing Communications		2.0	Digital Marketing Communications	1.5		0.0
<b>Academic Year 2</b>								
20 September 2021	Week 1				Digital Marketing Technologies and Tools	2.0	Digital Marketing Analytics and Metrics	2.0
27 September 2021	Week 2	Digital Marketing Technologies and Tools	Digital Marketing Analytics and Metrics	3.0	Digital Marketing Technologies and Tools	1.5	Digital Marketing Analytics and Metrics	2.0
04 October 2021	Week 3	Digital Marketing Technologies and Tools	Digital Marketing Analytics and Metrics	3.0	Digital Marketing Technologies and Tools	2.0	Digital Marketing Analytics and Metrics	2.0
11 October 2021	Week 4	Digital Marketing Technologies and Tools	Digital Marketing Analytics and Metrics	3.0	Digital Marketing Technologies and Tools	1.5	Digital Marketing Analytics and Metrics	2.0
18 October 2021	Week 5		Digital Marketing Analytics and Metrics	1.0	Digital Marketing Technologies and Tools	2.0	Digital Marketing Analytics and Metrics	2.0
25 October 2021	<b>Reading Week</b>							
01 November 2021		Digital Marketing Technologies and Tools	Digital Marketing Analytics and Metrics	3.0	Digital Marketing Technologies and Tools	1.5	Digital Marketing Analytics and Metrics	2.0
08 November 2021	Week 7	Digital Marketing Technologies and Tools	Digital Marketing Analytics and Metrics	3.0	Digital Marketing Technologies and Tools	2.0	Digital Marketing Analytics and Metrics	2.0
15 November 2021	Week 8	Digital Marketing Technologies and Tools	Digital Marketing Analytics and Metrics	3.0	Digital Marketing Technologies and Tools	1.5	Digital Marketing Analytics and Metrics	2.0
22 November 2021	Week 9		Digital Marketing Analytics and Metrics	1.0	Digital Marketing Technologies and Tools	2.0	Digital Marketing Analytics and Metrics	2.0
29 November 2021	Week 10		Digital Marketing Technologies and Tools	2.0	Digital Marketing Technologies and Tools	1.5	Digital Marketing Analytics and Metrics	2.0
06 December 2021	Week 11		Digital Marketing Technologies and Tools	2.0	Digital Marketing Technologies and Tools	2.0	Digital Marketing Analytics and Metrics	2.0
13 December 2021	Week 12				Digital Marketing Technologies and Tools	1.5	Digital Marketing Analytics and Metrics	2.0
20 December 2021	<b>Christmas Break</b>							
27 December 2021								
03 January 2022								
10 January 2022	Week 13				E-Business Emerging Technologies	2.0	Digital Portfolio	1.5
17 January 2022	Week 14	E-Business Emerging Technologies	Digital Portfolio	3.0	E-Business Emerging Technologies	1.5	Digital Portfolio	1.0
24 January 2022	Week 15	E-Business Emerging Technologies	Digital Portfolio	3.0	E-Business Emerging Technologies	2.0	Digital Portfolio	1.0
31 January 2022	Week 16	E-Business Emerging Technologies	Digital Portfolio	3.0	E-Business Emerging Technologies	1.5	Digital Portfolio	1.0
07 February 2022	Week 17				E-Business Emerging Technologies	2.0	Digital Portfolio	1.5
14 February 2022	Week 18	E-Business Emerging Technologies	Digital Portfolio	3.0	E-Business Emerging Technologies	1.5	Digital Portfolio	1.0
21 February 2022	<b>Reading Week</b>							
28 February 2022	Week 19	E-Business Emerging Technologies	Digital Portfolio	3.0	E-Business Emerging Technologies	2.0	Digital Portfolio	1.0
07 March 2022	Week 20	E-Business Emerging Technologies	Digital Portfolio	3.0	E-Business Emerging Technologies	1.5	Digital Portfolio	1.0
14 March 2022	Week 21				E-Business Emerging Technologies	2.0	Digital Portfolio	1.5
21 March 2022	Week 22	E-Business Emerging Technologies	Digital Portfolio	3.0	E-Business Emerging Technologies	1.5	Digital Portfolio	1.0
28 March 2022	Week 23	E-Business Emerging Technologies	Digital Portfolio	3.0	E-Business Emerging Technologies	2.0	Digital Portfolio	1.0

04 April 2022	Week 24	E-Business Emerging Technologies	1.5	Digital Portfolio	1.5
<b>End of Programme</b>					
Please note this calendar is subject to change without notice.					
Springboard+ is co-funded by the Government of Ireland and the European Social Fund as part of the ESF Programme for Employability, Inclusion and Learning 2014-2020.					

