

### Entry Requirements:

Candidates applying for the Postgraduate Diploma in Advertising and Digital Communications must hold a minimum second class honours degree (2.2) or higher or equivalent third level qualification in any discipline. Candidates pursuing the creative stream will have to demonstrate creativity at interview.

### How to apply/enrol:

An application form can be downloaded from [www.iapi.com](http://www.iapi.com), Please send to Aisling Conlon, IAPI, 8 Upper Fitzwilliam Street, Dublin. Please note there is a 20 euro admin fee which must be submitted along with your application. Each application should contain all relevant material as requested, in order to be processed.

Normally students are offered a place on one stream and may not transfer from one stream to the other after the initial offers of places.

### Award:

Successful students are awarded a Postgraduate Diploma in Advertising and Digital Communications.

### Career Opportunities:

This programme leads to a professional qualification for persons working or desiring to work in advertising.

### **For further information contact**

**Aisling Conlon**

**IAPI**

**8 Upper Fitzwilliam Street**

**Dublin 2**

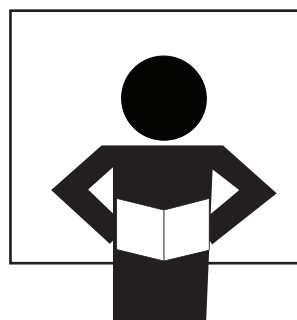
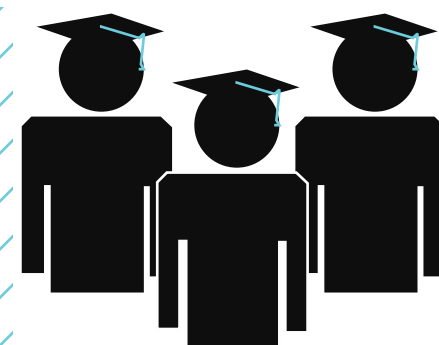
**[www.iapi.ie](http://www.iapi.ie)**

**[aisling@iapi.com](mailto:aisling@iapi.com)**

# iapi

Institute of Advertising  
Practitioners in Ireland

## Postgraduate Diploma in Advertising and Digital Communications



## Programme Aim:

This programme is dedicated to giving students a rigorous conceptual framework and a systematic knowledge and understanding of the issues that are at the forefront of Advertising and Digital Communications theory and practice today.

Students will be provided with an overview of the Irish Advertising Industry and will gain a deep understanding of the operations of a communications agency, both internally and in its business environment. Students will be equipped with skills and knowledge which can be immediately applied, making them work ready and change ready.

## Programme Structure:

This programme is delivered over two semesters. Both semesters are taught with a strong emphasis on a self directed learning. Delivery methods involve lectures from a unique mix of key industry practioners and DIT academic staff.

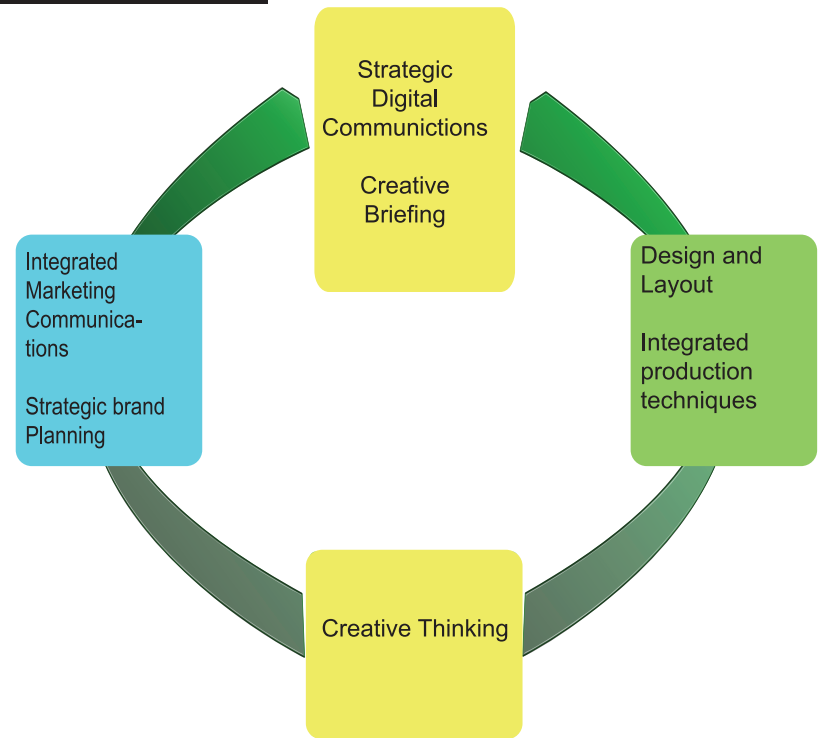
The programme is divided into two streams - creative and executive, although both streams are integrated for certain core modules.

## Learning:

One of the key outcomes of this programme is that it gives the students the opportunity to showcase their potential as successful advertising practioners to the invited industry based guests.

The student will gain an up-to-date knowledge and understanding of the advertising business with a developed awareness of the emerging business environment, social responsibilities and the need for adaption and change in the advertising area.

## Semester One



## Semester Two

