Get Into Tech
Your digital pathway

Our 5-week Get Into Tech course is a fully funded online course designed to get you on your way to your first role in the booming Irish tech industry.

✔️ Explore career paths in tech including: web development, digital marketing, SEO and web design

✔️ Connect with like minds while developing marketable hands-on skills and strengthening your soft skills

✔️ Exclusive job opportunities through our ever growing network of tech companies looking for both experience and junior talent to power their growth.

🎯 Objectives

Learn how to act and behave as a tech pro while using industry tools

Explore tech roles by practicing day-to-day skills and mindset

Pinpoint a career that matches your unique traits and values & action plan your first role!

Tech skills

✔️ Intermediate Wordpress

✔️ SEO fundamentals

✔️ HTML fundamentals

✔️ Digital marketing fundamentals

Soft skills

✔️ Time management

✔️ Giving and receiving feedback

✔️ Active listening and smooth communication

✔️ Adopting a positive attitude

🚀 **Projects**

Missions 1 & 2

Exploring Wordpress

- Understand how a CMS works
- Create pages and publish them
- Create rich pages with the Gutenberg editor
- Use themes & widgets to customise your website
- Manage a blog
- User management

🚀 **Projects**

Mission 3

Exploring HTML and CSS

- Learn how designers and developers work together on a web project
- Use HTML and CSS to customize pages
- Integrate text, images, sounds, videos into HTML5 code
- Identify a web integrator's skills

🚀 **Projects**

Mission 4

Exploring SEO

- Learn the basic principles of natural referencing
- Apply SEO principles in HTML
- Learn about the SEO impact on usability and content creation
- Complete an audit of a sample business
- Identify a SEO consultant's skills

🚀 **Projects**

Mission 5 (Group)

Devise a Facebook Ads Campaign

- Lead a market research campaign and analyse market insights
- Be customer-centric: formulate benefits from features
- Introduction to Facebook Campaign management
- Identify a web marketer's skills

🚀 **Projects**

Mission 6

Exploring SEO

- Learn the basic principles of natural referencing
- Apply SEO principles in HTML
- Learn about the SEO impact on usability and content creation
- Complete an audit of a sample business
- Identify a SEO consultant's skills

🚀 **Projects**

Mission 7

Exploring Visual Design

- Create a design for your online CV website or business idea
- Learn branding fundamentals to communicate your unique skills to your target audience
- Work like a designer, producing a mood board and styleguide to define your visual identity
- Identify a web designer's skills

🚀 **Projects**

Mission 8

Build your portfolio site

- Build your online CV website
- Create and customise your pages
- Bring your mockups to life
- Communicate clearly who you are and your aspirations
- Get peer and mentor feedback on your work

🚀 Projects

Hackathon (Group)

Explore an idea and pitch it to the potential employers

- Choose a specialisation: marketing, design, SEO, development
- Work under the direction of a project manager:
    - Team formation
    - Idea development & branding
    - Product development
    - Product pitch

🎓 Post-graduation

Access to:

✔️ INCO Academy's Talent

Partner Network

✔️ Industry mentoring sessions

✔️ Guest speaker events

💻 **Required equipment**

Ensure you have access to:

✔️ A laptop or home PC

✔️ A webcam or smartphone for workshop sessions

✔️ Earphones with a mic

❌ You will not be able to complete assignments on a smartphone.

🏛️ **Pillars**

Live Online Workshops

2 x 4 hours per week

Missions

2 deadlines per week

Reflection Journal

Feedback, achievements & insights

🏛️ Pillars

This isn't school or college. No lectures, no grades, no exams.

In our workshops, we favour doing to explaining. They will require you to actively participate.

You will receive feedback on your mission work, as you would from a colleague or boss.

🏛️ **Pillars**

Feedback

From tutors, colleagues and mentors

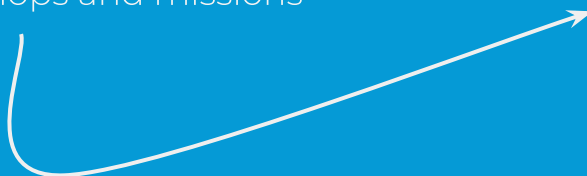**Reflection**

Achievements and insights from workshops and missions

Reflection Journal

Apply now
Ireland.inco-group.co

Thank you!