Module Title:	Digital Marketing
Language of Instruction:	English

Credits:	5

NFQ Level:	8

Module Delivered In	1 programme(s)

Teaching & Learning Strategies:	This subject is delivered in a computer lab setting. In the lab demonstrations, practical exercises and project work will take place along with discussion and critical appreciation of web video, social media marketing, SEO/SEM campaigns. Within the lab setting demonstrations and analysis will take place of businesses with successful implementation of multi-channel digital marketing strategies and the resources and structures that are needed.

Module Aim:	Appreciate the dynamic area of digital marketing and its place in a customer focused business. Allow students to develop analytical skills that are used to design and implement digital marketing initiatives in the areas of Content Marketing, Search Engine Optimisation (SEO), Search Engine Marketing (SEM) and Social Media.

Learning Outcomes	
On successful completion of this module the learner should be able to:	
LO1	Design, develop and implement video content that is optimised for a web-based platform.
LO2	Appraise the relationship between different strategic areas of online business and how they can be implemented in a unified approach across an organisation.
LO3	Act as a search engine optimisation/marketing practitioner to increase traffic on social and web content.
LO4	Design, implement and assess a social media marketing campaign using recognised analytical metrics of success.

Pre-requisite learning
Module Recommendations *This is prior learning (or a practical skill) that is recommended before enrolment in this module.*
No recommendations listed
Incompatible Modules *These are modules which have learning outcomes that are too similar to the learning outcomes of this module.*
No incompatible modules listed
Co-requisite Modules
No Co-requisite modules listed
Requirements *This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.*
No requirements listed

Module Content & Assessment

Indicative Content

Content Marketing
Use a high-level video editing suite to produce a web optimised video in the context of digital marketing. Distribute the video through a social media platform. Optimise the video content using SEO techniques. Analyse the traffic metrics and assess actions to improve these trends.

Multi-Channel Customer Orientation
Application of revenue models in digital marketing. Multi-channel retailing and customer focus. Optimising web for conversions. The evolution of advertising on the web.

Search Engine Marketing (SEM) & Social Marketing (SM)
Using paid promotion on search tools and social media to drive traffic. Pay Per Click (PPC) and Cost Per Mille (CPM) models. Click Through Rate (CTR), campaign management, targeting, localisation, scheduling, bidding strategies, budget control, early vs. late purchase funnel, branding vs sales.

Search Engine Optimisation (SEO)
Adapting web and social media content to improve its ranking in search tools, social suggestion algorithms and increase traffic. Keywords analysis, Search Engine Result Pages (SERPs), titles, descriptions, display URLs, intent, page speed, content hierarchy, filenames, image & video SEO, structured data, rich snippets.

Social Media
Explore and harness features of popular social media platforms to target audiences. Match marketing message to medium. Segment the customer journey using funnel models. Use strategies suited to different content type across paid, earned, shared, owned categories. Risk management for social media, social media policies, ethical considerations towards user data

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Web Video Project: Project involving the design and creation of a suite videos with a digital marketing theme and upload it to a web based platform. Optimise the video for high rankings and traffic on the web. Suggested Rubric Breakdown: Planning 25%, SEO 25%, Innovative Platform Use: 25%, Marketing Message 25%.	1,3	50.00	Week 9
Practical/Skills Evaluation	Assignment: Students are given a practical case study of an ebusiness that involves • designing and implementing a social media campaign • improving SEO standing • improving the conversion potential in web sites • analyse and improve in the context of multi-channel retailing. Rubric Breakdown: Set-Up Campaigns 10%, Social Media Marketing 30%, Search Engine Optimisation 30%, Search Engine Marketing/PPC 30%	2,3,4	50.00	n/a

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Practicals	12 Weeks per Stage	4.00
Independent Learning	15 Weeks per Stage	6.00
	Total Hours	138.00

Workload: Part Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Lecture	12 Weeks per Stage	2.00
Independent Learning Time	15 Weeks per Stage	4.00
	Total Hours	84.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_HWVCD_B	Bachelor of Art (Honours) in Visual Communications and Design	7	Mandatory

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