Module Title:	Digital Applications
Language of Instruction:	English

Credits:	10

NFQ Level:	6

Module Delivered In	3 programme(s)

Teaching & Learning Strategies:	Students will be encouraged to actively partake in class discussions, group work and problem solving activities. A variety of teaching methodologies (case studies, practicals, lectures, ICT based learning, demonstrations) will be employed and the lecturer will act as facilitator to their learning process.

Module Aim:	To introduce students to the use of IT in a business environment, gain practical skills in databases, spreadsheets and to develop an understanding of social media and website development using a Content Management System.

Learning Outcomes	
On successful completion of this module the learner should be able to:	
LO1	Demonstrate dynamic elements of spreadsheets
LO2	Create digital marketing assets for a new brand including logo, social media campaign and a brand style guide
LO3	Create a website using a content management system for a new brand
LO4	Create a digital marketing campaign

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
Data management using Excel Data analysis tools in excel, database functions in excel
Website creation using a CMS Wordpress Students create a website incorporating applications and manipulating the interface
Digital Marketing assets and campaign Logo design, brand style guide, social media campaign and social media sites, campaign strategy

Assessment Breakdown	%
Project	75.00%
Practical	25.00%

No Continuous Assessment

Project				
Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Project	Design and create a new brand and associated marketing assets including a logo, style guide, social media campaign and a website (using a content management system) for a Digital Marketing Campaign	2,3,4	75.00	Week 29

Practical				
Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Practical/Skills Evaluation	Demonstrate dynamic elements of spreadsheets, i.e. pivot tables/charts and web queries outlined in these learning outcomes.	1	25.00	n/a

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
Laboratories	12 Weeks per Stage	6.00
Independent Learning	15 Weeks per Stage	11.87
	Total Hours	250.00

Workload: Part Time

Workload Type	Frequency	Average Weekly Learner Workload
Laboratory	12 Weeks per Stage	3.00
Independent Learning	15 Weeks per Stage	5.93
	Total Hours	125.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BWBUS_B	[Bachelor of Business (Honours) Options: in Business or Digital Marketing](#)	4	Mandatory
CW_BWBUS_D	[Bachelor of Business Options: Business or Digital Marketing](#)	4	Mandatory
CW_BWBUS_C	[Higher Certificate in Business](#)	4	Mandatory

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CW_BWBUS_D	[Bachelor of Business Options: Business or Digital Marketing](#)	4	Mandatory