

Module Title:	Contemporary Issues in Digital Marketing
Language of Instruction:	English
Credits:	5
NFQ Level:	8
Module Delivered In	1 programme(s)
Teaching & Learning Strategies:	The learning outcomes will be achieved through the application of the following teaching & learning strategies: Lectures & tutorials to establish ethical and effective research methods in the completion of a literature review, along with the development of learner reflection. Formative and summative feedback on work-in-progress, at key stages throughout the module. The module is characterised by a high degree of self-directed independent learning supported by lecturer supervision.
Module Aim:	The aim of this module is to develop learner research and critical thinking skills through the exploration and critical review of current digital marketing literature.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Justify the choice of a contemporary issue in digital marketing literature meriting critical review and demonstrate the research, digital literacy, and critical thinking skills essential to the completion of a literature review.
LO2	Disseminate their research to peers & faculty in a professional manner, communicating the merit of their research.
LO3	Demonstrate an adherence to ethical research principles at all times and an ability to engage in self-directed and reflective research practice.
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content
Research Methods & Dissemination Reviewing the literature & academic writing -- Bibliographic methods, sources, information retrieval, record keeping & making notes -- Critical reading of the literature & structuring a literature review -- Scholarly conventions, referencing, avoiding plagiarism -- Identifying a research topic & preparing a proposal -- Ethical considerations in research -- Academic writing conventions, writing abstracts, oral presentation of research, poster presentation, seminar presentation
Supervision Component Working with a supervisor -- Supervisor responsibilities -- Learner responsibilities -- Managing the supervision process

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Written Report	Literature review	1,3	80.00	Sem 1 End
Presentation	Disseminate learner research through a learner led research seminar to faculty and peers - including both written abstract and oral presentation/poster showcase.	2	20.00	Sem 1 End

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		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Seminars	Every Week	1.25
Lecturer-Supervised Learning (Contact)	Every Week	0.25
Independent Learning Time	Every Week	7.50
Total Hours		9.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Seminars	Every Week	0.50
Lecturer-Supervised Learning (Contact)	Every Week	0.25
Independent Learning	Every Week	4.00
Total Hours		4.75

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BBDMA_B	Bachelor of Science (Honours) in Digital Marketing with Analytics	7	Mandatory