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| Module Title: | Digital Marketing Planning |
| Language of Instruction: | English |
| Credits: | 5 |
| NFQ Level: | 8 |
| Module Delivered In | 2 programme(s) |
| Teaching & Learning Strategies: | Learners will be exposed to theory and practice of digital marketing through exposure to and study of academic materials (texts, journals etc.) and industry practice materials (web resources, case studies, live case examples, industry reports etc.). Classes will be tutorial in nature where learners will be expected to actively engage with module materials (online & offline), problem solving exercises and participate in class discussion and debate. Learners will be encouraged to self-reflect Computer Laboratories – instruction classes will take place in computer labs to facilitate digital marketing practice |
| Module Aim: | This aim of this module is to develop learners knowledge in digital marketing to enable them to formulate a digital marketing campaign strategy to communicate value to customers. |
| Learning Outcomes | |
| <i>On successful completion of this module the learner should be able to:</i> | |
| LO1 | To use frameworks for digital marketing planning and to critically evaluate and audit digital marketing strategies across industries |
| LO2 | To appreciate best practice in search and content solutions |
| LO3 | To create a digital marketing plan incorporating effective digital strategies. |
| 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

Digital Marketing Planning

Digital marketing decisions and strategies, Introduction to digital marketing campaign strategy, Situation Analysis (SWOT, Internal & External), Setting Communication Objectives, Defining Key Public's , Selecting Tactics and Media, Strategic Timing, Campaign Results & Evaluation, Developing a strategy utilizing the SOSTAC model

Search

Search Theory, Search Engine Marketing, Search Engine Optimization, Pay Per Click advertising, Email marketing, Affiliate Marketing

Data Analytics

Understanding Data; Google Analytics; Social Media Analytics; Setting KPIs

Social and Ethical Issues in Digital Marketing

Ethics, social and legal issues. intellectual property and data protection in digital communications

Assessment Breakdown

%

Project

100.00%

No Continuous Assessment

Project

| Assessment Type | Assessment Description | Outcome addressed | % of total | Assessment Date |
|-----------------|--|-------------------|------------|-----------------|
| Project | Learners will be required to develop and present a digital marketing plan. There will be an interim deliverable of a situation analysis and digital audit of the company in week 7. Learners will be required to reflect on their learning | 1,2,3 | 100.00 | Sem 2 End |

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> |
| Lecture | Every Week | 1.00 |
| Laboratory | Every Week | 2.00 |
| Independent Learning Time | Every Week | 6.00 |
| Total Hours | | 9.00 |

| Workload: Part Time | | |
|----------------------------|------------------|--|
| <i>Workload Type</i> | <i>Frequency</i> | <i>Average Weekly Learner Workload</i> |
| Lecture | Every Week | 0.50 |
| Laboratory | Every Week | 1.00 |
| Independent Learning Time | Every Week | 7.50 |
| Total Hours | | 9.00 |

Module Delivered In

| Programme Code | Programme | Semester | Delivery |
|----------------|---|----------|-----------|
| CW_BHCPR_B | Bachelor of Arts (Honours) Public Relations and Media | 8 | Mandatory |
| CW_BBDMA_B | Bachelor of Science (Honours) in Digital Marketing with Analytics | 8 | Mandatory |