Module Title:	Data Reporting for Digital Marketing
Language of Instruction:	English

Credits:	5

NFQ Level:	7

Module Delivered In	2 programme(s)

Teaching & Learning Strategies:	Formal lectures, group-based activities class discussion and lab sessions may be used in the presentation of this module. Relevant notes, examples and resources will be available on Blackboard.

Module Aim:	The aim of this module is two-fold: (i) to provide the learner with an understanding of the creation, use and interpretation of tables and dashboards in a digital marketing context and (ii) to provide the learner with an understanding of databases with an emphasis on extracting data from databases.

Learning Outcomes	
On successful completion of this module the learner should be able to:	
LO1	Create meaningful business related dashboards and reports in order to generate insight in a digital marketing context.
LO2	Describe databases and explain the difference between structured and unstructured data.
LO3	Construct SQL queries to manipulate data in a database.

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
Introduction to Databases Database design, Big Data, structured and unstructured data.
Introduction to SQL Simple select queries, nested queries, aggregate functions and table joins.
Dashboards Create reports and dashboards using key software such as Tableau, Microsoft Excel, Google Data Studio, etc...
Extract Insight Extract insight from dashboards and reports in a digital marketing context.

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Examination	Learners will be required to demonstrate achievement of the learning outcomes through continuous assessment. This work may take the form of a project (individual/group), practical exam, presentation but is not limited to these formats.	1,2,3	100.00	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	Every Week	3.00
Independent Learning	Every Week	6.00
	Total Hours	9.00

Workload: Part Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Practicals	Every Week	1.50
Independent Learning	Every Week	7.50
	Total Hours	9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BBDMA_B	Bachelor of Science (Honours) in Digital Marketing with Analytics	5	Mandatory
CW_BBDMA_D	Bachelor of Science in Digital Marketing with Analytics	5	Mandatory