

Module Title:	Digital Marketing
Language of Instruction:	English
Credits:	5
NFQ Level:	8
Module Delivered In	1 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:	The aim of the course is to introduce the learner to the dynamics and challenges of the principles and practices of digital marketing.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	To identify and critically evaluate the principles and practices of digital marketing and the evolving digital environment.
LO2	To analyse the impact digital technologies have on consumer behaviour; consumer search, customer relationship management and building customer insights
LO3	Create and curate content marketing and appreciate social media and blogging platforms
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

Introduction to Digital Marketing

Digital marketing and the digital marketing landscape. The relationship between online and offline marketing communications and their impact on digital marketing strategy.

The Digital Consumer

Understanding and targeting today's digital consumer. Mapping the online consumer journey. Digital Customer research.

Social Media Marketing

Social media marketing; Social media channels; Social Advertising and Insights; Social content strategy; Social listening and online reputation management Social media management systems

Blogging

Blog authoring. Creating and curating social media content using blogging technologies.

Assessment Breakdown

%

Continuous Assessment

100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Written Report	Learners will be required to write a report on the digital marketing landscape.	1,2	50.00	Week 7
Practical/Skills Evaluation	Create and curate a blog	1,3	50.00	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>
Lecture	Every Week	1.00
Laboratory	Every Week	2.00
Estimated Learner Hours	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
Lecture	Every Week	1.00
Estimated Learner Hours	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	7	Mandatory