Module Title:	Introduction to Digital Marketing
Language of Instruction:	English

Credits:	5

NFQ Level:	6

Module Delivered In	5 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, 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. Computer Laboratories – instruction classes will take place in computer labs to facilitate an appreciation of digital marketing tools and landscape

Module Aim:	The module aims to provide the student with an introduction to digital marketing principles and practice. It will explore it's evolution the current landscape and it's integration with traditional marketing

Learning Outcomes	
On successful completion of this module the learner should be able to:	
LO1	To identify and evaluate the principles and practices of digital marketing planning
LO2	Analyse the Digital Marketing Landscape
LO3	Describe the digital consumer and the targeting implications for companies

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
Marketing in a Digital Era The Evolution of Marketing in a Digital Era.
The Digital Marketing Plan The SOSTAC Model for digital planning Preparing a digital audit
Search Marketing Introduction to search engine optimisation and search engine marketing
The Digital Consumer Understanding and targeting today's digital consumer.
The Digital Environment The Digital Marketing Landscape digital trends and emerging technologies

Assessment Breakdown	%
Continuous Assessment	30.00%
End of Module Formal Examination	70.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Practical/Skills Evaluation	Conduct a digital audit using digital audit tools on a company and prepare a report	1,2	30.00	Week 7

No Project

No Practical

End of Module Formal Examination				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	End of term examination	1,2,3	70.00	End-of-Semester

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*
Lecture	Every Week	1.00
Laboratory	Every Week	2.00
Independent Learning	Every Week	6.00
	Total Hours	9.00

Workload: Part Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Lecture	Every Week	0.50
Laboratory	Every Week	1.00
Independent Learning	Every Week	7.50
	Total Hours	9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_DPCCS_B	Bachelor of Arts (Honours) in Content Creation and Social Media	1	Mandatory
CW_BHCPR_B	Bachelor of Arts (Honours) Public Relations and Media	1	Mandatory
CW_BHCPR_D	Bachelor of Arts in Public Relations and Media	1	Mandatory
CW_BBDMA_B	Bachelor of Science (Honours) in Digital Marketing with Analytics	1	Mandatory
CW_BBDMA_D	Bachelor of Science in Digital Marketing with Analytics	1	Mandatory

Programme Code	Programme	Semester	Delivery