

Module Title:	Digital Marketing
Language of Instruction:	English
Credits:	5
NFQ Level:	8
Module Delivered In	1 programme(s)
Teaching & Learning Strategies:	A combination of lectures, case-studies and presentations.
Module Aim:	Students will be equipped with social research tools to identify, target and reach specific online audiences, as well as create and implement digital marketing campaigns.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Demonstrate the tools, techniques and methodologies necessary to conduct social research
LO2	Illustrate an in-depth understanding of platform selection, content formats, scheduling and competitor analysis
LO3	Analyse the evolving role of paid digital campaigns
LO4	Demonstrate the ability to plan, execute, measure, and optimise a social media cross platform campaign
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

1. Social Research. 2. Content Marketing. 3. Content Outreach. 4. Create and manage ads and ad accounts on all major platforms. 5. Campaign Strategy and Analysis. 6. Competitor Analysis. 7. Analytics.

Assessment Breakdown

%

Project

100.00%

Continuous Assessment

<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Presentation	Demonstrate the use of digital media research techniques and tools to identify and understand your audience.	1,2,3,4	10.00	n/a
Case Studies	Strategic analysis of competitor's digital marketing campaign	1,2,3,4	30.00	n/a
Project	Plan, execute, measure, and optimise a digital marketing campaign	1,2,3,4	60.00	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		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lab/Lecture	Every Week	3.00
Independent Learning	Every Week	2.00
Total Hours		5.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_EETVM_B	Bachelor of Science (Honours) in TV and Media Production	7	Mandatory