

# **BUSS H3703: eBusiness**

Language → Istruction:       English         Gredits::       g         FG Level:       7         Module Delivered In       No Programmes         Strategies:       No Programmes         Geduing All ister Discovered International Computer lab setting. In the lab demonstrations and analysis will kee Discovered Internation of web video, social media marketing. SEO/SEM campaigns. Within the lab setting demonstrations and analysis will kee Discovered Internation of multi-channel retailing and the resources and structures that are needed for work will also picace along with discussion and critical appreciation of web video, social media marketing. SEO/SEM campaigns. Within the lab setting demonstrations and analysis will kee Discovered Internation of multi-channel retailing and the resources and structures that are needed for strategic areas of eBuisness such as social media, mobile commerce, multi-channel retailing etc.         Module All::::::::::::::::::::::::::::::::::	Module Title:			eBusiness		
NFQ Level:       7         Module Delivered In       No Programmes         Teaching & Learning Strategies:       This subject is delivered in a computer lab setting. In the lab demonstrations, practical exercises and project work will take place along with discussion and critical appreciation of web video, social media marketing, Strategies:         Module Aim:       Appreciate the transformative area of eBusiness in its many guises and how to implement customer focused eBusiness in titatives across an organisation. Allow students to develop practical skills that are used in strategic areas of eBusiness such as social media, mobile commerce, multi-channel retailing etc.         Learning Outcomesture       Appreciate the learner should be able to:         On successful completion of this module the learner should be able to:       No Aralyse the relationship between different strategic areas of eBusiness and how they can be implemented in a unlifed approach across the organisation.         LO2       Analyse the relationship between different strategic areas of eBusiness and how they can be implemented in a unlifed approach across the organisation.         LO3       Act as a search engine optimisation/marketing practitioner to increase traffic to internet content.         LO4       Design, implement and assess a social media marketing campaign using recognised analytical metrics of success.         Pre-requisite learning       This is profreaming (or a practical skill) that is recommended before enrolment in this module.         No recommendations       Internet conternet.         This is profreaming (or	Language of Instruction:		n:	English		
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Information Technology 4			a prac	ctical skill) that is mandatory before enrolment in this module is allowed.		
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# BUSS H3703: eBusiness

## **Module Content & Assessment**

### Indicative Content

### Video Production and Distribution

• Use a high-level video editing suite to produce a web optimised video in the context of eBusiness. • Distribute the video through a web based video platform. • Optimise the video content using SEO techniques. • Analyse the traffic metrics and assess actions to improve these trends.

### eBusiness Multi-Channel Retailing

• Application of revenue models in eBusiness. • Multi-channel retailing and customer focus. • Optimising web for retail conversions. • The evolution of advertising on the web. • Adapting to a multi-platform environment.

### SEO & SEM (Search Engine Optimisation & Search Engine Marketing)

Adapting web content to improve its ranking in search tools and increase its traffic. • Using paid promotion on search tools to drive traffic to content. • B2B strategies in the use of SEO & SEM

### Social Media

• Explore and harness features of popular social media platforms. • Techniques in anticipating and leveraging audience behaviour. • Paid promotion using social media platforms. • Risk management for social media o social media policies o ethical considerations towards user data

Assessment Breakdown	%
Continuous Assessment	100.00%

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Web Video Project: Project involving the design and creation of a suite videos with an ebusiness theme and upload it to a web based platform. Optimise the video for high rankings and traffic on the web.	1,3	40.00	n/a
Practical/Skills Evaluation	Assignment: Students are given a practical case study of an ebusiness that involves • designing and implementing a social media campaign • improving SEO standing • improving the conversion potential in web sites • analyse and improve in the context of multi-channel retailing.	2,3,4	60.00	n/a

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment



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# Workload Frequency Workload Type Frequency Average Weekly Practicals 30 Weeks 1.50 Independent Learning 30 Weeks 1.83 Total Hours 100.00