

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		
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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