

Module Title:	Digital Marketing Professional Work Placement
Language of Instruction:	English
Credits:	10
NFQ Level:	7
Module Delivered In	No Programmes
Teaching & Learning Strategies:	A variety of teaching and learning strategies will be used such as lectures, workshops and tutorials. Learning is further supported by experts from industry who conduct guest lectures and workshops in the relevant areas.
Module Aim:	The Professional Placement Programme has been designed to enable students of the Institute to acquire professional digital marketing experience early in their careers. The Professional Placement Programme (PPP) will be for a minimum of twelve weeks duration.

Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Describe the business function in the host company in which they were placed
LO2	Describe the organisation of the host company and his / her role within it
LO3	Undertake relevant organisation activities as directed by the host company
LO4	Describe the operational practices of the host company
LO5	Develop a business report on the host company and a designated topic relating to the host company's activities.

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 Professional Work Placement

The programme will be a minimum of twelve weeks duration. Students and companies are selected and evaluated on the basis of their respective needs and capabilities. Companies and students are matched and a detailed job/project specification is developed with the assistance of Wexford Campus personnel. The programme will have a lecturer in charge of the placement and supervision of students on the programme. While on placement the students will receive a visit from their academic supervisor who will be a member of the course board. These visits are designed to facilitate meetings with the employer as well as the student. Because the programme will be the responsibility of one designated person students and employers will know whom to contact in the event of a problem arising or if additional support is required. Full details of the Professional Placement Programme will be outlined in the Professional Placement Manual. The students will have the option of finding their own placement or being placed by the Institute. However the placement must offer a business function related position to the student. The potential employer will be asked to submit a job description for approval and the visits will ensure that the students in undertaking mainly those tasks outlined in the job description. Should it be discovered that the student is not being given responsibilities in accordance with the agreed job description the Institute supervisor will either resolve the situation with the employer or else find an alternative placement for the student. Likewise if an employer deems a student unsuitable for the position alternative arrangements will be made for the student. The following areas will be focused on throughout the year in the preparation of students for work placement: • CV preparation • Interview skills • Letters of Application Activities Undertaken The business activities undertaken by the student will be largely determined by the individual company's needs. Wexford Campus personnel will provide guidance and assistance in identifying the most appropriate areas where the graduate can contribute. Activities to be undertaken will be broad based and would typically include the following: Research • Potential new markets • Potential new products/services • Existing customer satisfaction • Feasibility studies Promotions • Brochures, advertising, mail-shots, PR • Trade-fair organisation and participation • Promotional plans • Online/digital marketing campaigns Sales/customer services • Sales' analysis • Assisting sales personnel/selling • Approaching new customer segments Marketing planning • Particular products/segments/markets • Domestic and overseas markets • Grant application submissions IT Carlow (Wexford Campus) commitment • Outline job/project specification drawn up in conjunction with participating company • Shortlist graduates to company requirements • On-going advice and assistance to company and graduates as required in the form of an on-site visit, review session, telephone contact, assessment of business reports. Company's commitment • Identify a suitable business related job/project with the assistance of Wexford Campus personnel • Provide supervision and support for the duration of the placement Operational Features of the Programme Students are required to satisfactorily complete their Professional Placement Programme. In circumstances where a student is unable to undertake the Professional Placement, appropriate alternative arrangements will be put in place in consultation with the Course Board. All such arrangements will be outlined in the Professional Placement Manual in a clear and transparent manner. Each student is assigned to a particular faculty member during placement. The faculty member monitors the student during the placement, discusses the work assignment and maintains contact with the employer representative. When on the Professional Placement Programme, students are regarded as employees, integrated into the employer organisation and subject to typical employment conditions. During placement the student will complete an assignment to be agreed between the student and their supervisor. This will re-enforce the Business Research methods module in year three. On returning to the Institute, the student will submit a full report on the job assignment for the award of credits. In circumstances where placement restrictions apply owing to personal limitations, or when unfavourable economic conditions exist, alternative educational and practical programmes will be arranged for the benefit of students. Details of such programmes are outlined below in the form of an interdisciplinary project. This would be seen as a most exceptional situation and every effort will be made to ensure that students avail of the Professional Placement Programme.

Assessment Breakdown

	%
Project	100.00%

No Continuous Assessment

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	n/a	1,2,3,4,5	100.00	n/a

No Practical

No End of Module Formal Examination

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

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Work - based Learning	Every Week	0.12
Total Hours		0.12

