

Module Title:	Digital Technologies
Language of Instruction:	English
Credits:	5
NFQ Level:	6
Module Delivered In	No Programmes
Teaching & Learning Strategies:	Lectures, projects and case studies.
Module Aim:	This module introduces students to digital technologies and how they can be used to support event marketing, business and management functions.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Identify current digital technologies and trends in digital marketing
LO2	Design a digital marketing campaign to support an event.
LO3	Create digital assets for the marketing of an event.
LO4	Use Data Analysis to measure the success of a digital campaign.
LO5	Recognise and apply GDPR policies in relation to data collected.
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

Identify current digital technologies and trends in digital marketing

Digital technologies including Social, mobile, web, applications, online communication. Digital marketing trends in tools, techniques and technologies.

Design a digital marketing campaign to support an event.

Digital marketing campaign. Digital marketing strategy. Event marketing.

Create digital assets for the marketing of an event.

Design principles for digital. Digital creation and assets. Using design software to create digital content.

Use Data Analysis to measure the success of a digital campaign.

Data analysis. Measures of success and analytics.

Recognise and apply GDPR policies in relation to data collected.

Develop a GDPR policy for data collected and used for an event.

Assessment Breakdown

%

Project

100.00%

No Continuous Assessment

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Assessment 1: DIGITAL TECHNOLOGIES Students will be given a number of small briefs in current digital technologies in the design and creation of digital assets.	1,3	50.00	Sem 1 End
Project	ASSESSMENT 2: DIGITAL MARKETING CAMPAIGN Group Project – Team of Two, individually marked Cross module assessment with Event Planning and Sustainability and Event Operational Control module, student takes role of Digital Marketer in designing and creating a digital marketing campaign for an event. GDPR to be applied. Student from Digital Marketing module will be on a team with student from Event Planning and Sustainability/Event Operational Control module taking the role of Digital Marketer.	2,3,4,5	50.00	Sem 2 End

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>
Practicals	30 Weeks per Stage	1.50
Independent Learning Time	30 Weeks per Stage	2.00
Total Hours		105.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Practicals	Every Week	0.75
Independent Learning Time	Every Week	1.50
Total Hours		2.25

