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|---|---|
| <b>Module Title:</b>  | Contemporary Issues in Digital Marketing  |
| <b>Language of Instruction:</b>   | English   |
| <b>Credits:</b>   | 5   |
| <b>NFQ Level:</b>   | 8   |
| <b>Module Delivered In</b>  | <a href="#">1 programme(s)</a>  |
| <b>Teaching &amp; Learning Strategies:</b>  | The learning outcomes will be achieved through the application of the following teaching & learning strategies: Lectures & tutorials to establish ethical and effective research methods in the completion of a literature review, along with the development of learner reflection. Formative and summative feedback on work-in-progress, at key stages throughout the module. The module is characterised by a high degree of self-directed independent learning supported by lecturer supervision. |
| <b>Module Aim:</b>  | The aim of this module is to develop learner research and critical thinking skills through the exploration and critical review of current digital marketing literature.   |
| <b>Learning Outcomes</b>  |   |
| <i>On successful completion of this module the learner should be able to:</i>                                       |   |
| LO1   | Justify the choice of a contemporary issue in digital marketing literature meriting critical review and demonstrate the research, digital literacy, and critical thinking skills essential to the completion of a literature review.  |
| LO2   | Disseminate their research to peers & faculty in a professional manner, communicating the merit of their research.  |
| LO3   | Demonstrate an adherence to ethical research principles at all times and an ability to engage in self-directed and reflective research practice.  |
| <b>Pre-requisite learning</b>   |   |
| <b>Module Recommendations</b>   |   |
| <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>           |   |
| No recommendations listed   |   |
| <b>Incompatible Modules</b>   |   |
| <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i> |   |
| No incompatible modules listed  |   |
| <b>Co-requisite Modules</b>   |   |
| No Co-requisite modules listed  |   |
| <b>Requirements</b>   |   |
| <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

#### Research Methods & Dissemination

Reviewing the literature & academic writing -- Bibliographic methods, sources, information retrieval, record keeping & making notes -- Critical reading of the literature & structuring a literature review -- Scholarly conventions, referencing, avoiding plagiarism -- Identifying a research topic & preparing a proposal -- Ethical considerations in research -- Academic writing conventions, writing abstracts, oral presentation of research, poster presentation, seminar presentation

#### Supervision Component

Working with a supervisor -- Supervisor responsibilities -- Learner responsibilities -- Managing the supervision process

### Assessment Breakdown

|                       | %       |
|-----------------------|---------|
| Continuous Assessment | 100.00% |

### Continuous Assessment

| Assessment Type | Assessment Description  | Outcome addressed | % of total | Assessment Date |
|-----------------|---|-------------------|------------|-----------------|
| Written Report  | Literature review   | 1,3               | 80.00      | Sem 1 End       |
| Presentation    | Disseminate learner research through a learner led research seminar to faculty and peers - including both written abstract and oral presentation/poster showcase. | 2                 | 20.00      | Sem 1 End       |

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**

| <b>Workload: Full Time</b>             |                  |  |
|--|------------------|--|
| <i>Workload Type</i>                   | <i>Frequency</i> | <i>Average Weekly Learner Workload</i> |
| Seminars                               | Every Week       | 1.25                                   |
| Lecturer-Supervised Learning (Contact) | Every Week       | 0.25                                   |
| Independent Learning Time              | Every Week       | 7.50                                   |
| Total Hours                            |                  | 9.00                                   |

  

| <b>Workload: Part Time</b>             |                  |  |
|--|------------------|--|
| <i>Workload Type</i>                   | <i>Frequency</i> | <i>Average Weekly Learner Workload</i> |
| Seminars                               | Every Week       | 0.50                                   |
| Lecturer-Supervised Learning (Contact) | Every Week       | 0.25                                   |
| Independent Learning                   | Every Week       | 4.00                                   |
| Total Hours                            |                  | 4.75                                   |

**Module Delivered In**

| Programme Code | Programme   | Semester | Delivery  |
|----------------|---|----------|-----------|
| CW_BBDMA_B     | <a href="#">Bachelor of Science (Honours) in Digital Marketing with Analytics</a> | 7        | Mandatory |