

<b>Module Title:</b>	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>	Learners will be exposed to theory and practice of digital marketing through exposure to and study of academic materials (texts, journals etc.) and industry practice materials (web resources, case studies, live case examples, industry reports etc.). Classes will be tutorial in nature where learners will be expected to actively engage with module materials (online & offline), problem solving exercises and participate in class discussion and debate. Learners will be encouraged to self-reflect Computer Laboratories – instruction classes will take place in computer labs to facilitate digital marketing practice
<b>Module Aim:</b>	The aim of the course is to introduce the learner to the dynamics and challenges of the principles and practices of digital marketing.
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	To identify and critically evaluate the principles and practices of digital marketing and the evolving digital environment.
LO2	To analyse the impact digital technologies have on consumer behaviour; consumer search, customer relationship management and building customer insights
LO3	Create and curate content marketing and appreciate social media and blogging platforms
<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
<b>Introduction to Digital Marketing</b> Digital marketing and the digital marketing landscape. The relationship between online and offline marketing communications and their impact on digital marketing strategy.
<b>The Digital Consumer</b> Understanding and targeting today's digital consumer. Mapping the online consumer journey. Digital Customer research.
<b>Social Media Marketing</b> Social media marketing; Social media channels; Social Advertising and Insights; Social content strategy; Social listening and online reputation management Social media management systems
<b>Blogging</b> Blog authoring. Creating and curating social media content using blogging technologies.

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Written Report	Learners will be required to write a report on the digital marketing landscape.	1,2	50.00	Week 7
Practical/Skills Evaluation	Create and curate a blog	1,3	50.00	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>
Lecture	Every Week	1.00
Laboratory	Every Week	2.00
Estimated Learner Hours	Every Week	6.00
Total Hours		9.00

  

<b>Workload: Part Time</b>		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	0.50
Lecture	Every Week	1.00
Estimated Learner Hours	Every Week	7.50
Total Hours		9.00

**Module Delivered In**

Programme Code	Programme	Semester	Delivery
CW_BHCPR_B	<a href="#">Bachelor of Arts (Honours) Public Relations and Media</a>	7	Mandatory