

Requirements
This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.

No requirements listed

DIGT H3301: Data Reporting for Digital Marketing

University				
Module Title):	Data Reporting for Digital Marketing		
Language of Instruction:		English		
Credits: 5				
NFQ Level: 7				
Module Deli	vered In	2 programme(s)		
Teaching & Strategies:	Learning	Formal lectures, group-based activities class discussion and lab sessions may be used in the presentation of this module. Relevant notes, examples and resources will be available on Blackboard.		
Module Aim:		The aim of this module is two-fold: (i) to provide the learner with an understanding of the creation, use and interpretation of tables and dashboards in a digital marketing context and (ii) to provide the learner with an understanding of databases with an emphasis on extracting data from databases.		
Learning Ou	utcomes			
On successf	ul completion	of this module the learner should be able to:		
LO1	Create meaningful business related dashboards and reports in order to generate insight in a digital marketing context.			
LO2	Describe databases and explain the difference between structured and unstructured data.			
LO3	O3 Construct SQL queries to manipulate data in a database.			
Pre-requisit	e learning			
Module Recommendations This is prior learning (or a practical skill) that is recommended before enrolment in this module.				
No recommendations listed				
Incompatible Modules These are modules which have learning outcomes that are too similar to the learning outcomes of this module.				
No incompat	No incompatible modules listed			
Co-requisite	Co-requisite Modules			
No Co-requis	No Co-requisite modules listed			



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Module Content & Assessment

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Introduction to Databases

Database design, Big Data, structured and unstructured data.

Introduction to SQL

Simple select queries, nested queries, aggregate functions and table joins.

 Dashboards

 Create reports and dashboards using key software such as Tableau, Microsoft Excel, Google Data Studio, etc...

Extract Insight
Extract insight from dashboards and reports in a digital marketing context.

Assessment Breakdown		%	
	Continuous Assessment	100.00%	

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Examination	Learners will be required to demonstrate achievement of the learning outcomes through continuous assessment. This work may take the form of a project (individual/group), practical exam, presentation but is not limited to these formats.	1,2,3	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



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Module Workload

Workload: Full Time		
Workload Type	Frequency	Average Weekly Learner Workload
Practicals	Every Week	3.00
Independent Learning	Every Week	6.00
	Total Hours	9.00

Workload: Part Time		
Workload Type	Frequency	Average Weekly Learner Workload
Practicals	Every Week	1.50
Independent Learning	Every Week	7.50
	Total Hours	9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BBDMA_B	Bachelor of Science (Honours) in Digital Marketing with Analytics	5	Mandatory
CW_BBDMA_D	Bachelor of Science in Digital Marketing with Analytics	5	Mandatory