

<b>Module Title:</b>	Digital Marketing Research Project
<b>Language of Instruction:</b>	English
<b>Credits:</b>	10
<b>NFQ Level:</b>	8
<b>Module Delivered In</b>	<a href="#">1 programme(s)</a>
<b>Teaching &amp; Learning Strategies:</b>	The Digital Marketing Project provides the student with the opportunity to engage and develop critical and independent learning. The student is guided by the supervisor, but essentially is provided the opportunity to engage in self-motivated, autonomous independent learning. The supervision of the learner's independent work will be 15 minutes per week over the course of the academic year. This will result in a 1 hour reduction in teaching hours for academic staff for each group of 4 learners. Students will work produce an applied digital solution.
<b>Module Aim:</b>	Applied research project in an area of digital marketing where a real-world problem is researched and solved by a delivered tangible solution.
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Evaluate a problem using appropriate analysis in the area of digital marketing.
LO2	Design a program of research to identify methodologies, originate a solution and formulate a project plan.
LO3	Synthesise technical skills and business knowledge to develop and implement an applied digital marketing solution.
LO4	Produce documentation that summarises the project journey and critiques the outcome.
<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

#### Concept

Identify the digital marketing question to be solved. Define the problem scope.

#### Research

Use customer-oriented research skills to investigate opportunities and methods to solve the identified problem in an applied and novel way. Examples: user-journey mapping, personas, digital-marketing models, funnels etc. focus groups etc.

#### Development

Develop an applied solution in a digital format. This solution can take many forms and will be dependent on the problem identified and the theme chosen by the student. Examples of solutions include a digital marketing campaign, a web application, a mobile device application, digital brand creation, a content marketing tool, a digital product etc.

#### Implementation

The solution will be delivered in a working format as a proof-of-concept. The implementation will be informative and clearly show the key original outcomes that add new learning and scholarship to the subject area.

#### Documentation

Documentation will be created by the student to accompany the project solution. This documentation will explain findings, strategy and implementation. This document will act as a user manual for any partner organisation or industry linkage.

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	100.00	n/a

No Practical

No End of Module Formal Examination

No Continuous Assessment

### Project

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

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

  

<b>Workload: Part Time</b>		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecturer-Supervised Learning (Contact)	Every Week	0.12
Total Hours		0.12

**Module Delivered In**

Programme Code	Programme	Semester	Delivery
CW_BWBUS_B	<a href="#">Bachelor of Business (Honours) Options: in Business or Digital Marketing</a>	7	Group Elective 3