| Module Title: | Introduction to Digital Marketing |
|---|---|
| Language of Instruction: | English |

| Credits: | 5 |
|---|---|

| NFQ Level: | 6 |
|---|---|

| Module Delivered In | 5 programme(s) |
|---|---|

| Teaching & Learning Strategies: | 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, 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. Computer Laboratories – instruction classes will take place in computer labs to facilitate an appreciation of digital marketing tools and landscape |
|---|---|

| Module Aim: | The module aims to provide the student with an introduction to digital marketing principles and practice. It will explore it's evolution the current landscape and it's integration with traditional marketing |
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| Learning Outcomes |
|---|
| *On successful completion of this module the learner should be able to:* |

| LO1 | To identify and evaluate the principles and practices of digital marketing planning |
|---|---|
| LO2 | Analyse the Digital Marketing Landscape |
| LO3 | Describe the digital consumer and the targeting implications for companies |

| Pre-requisite learning |
|---|
| ***Module Recommendations***<br>*This is prior learning (or a practical skill) that is recommended before enrolment in this module.* |
| No recommendations listed |
| ***Incompatible Modules***<br>*These are modules which have learning outcomes that are too similar to the learning outcomes of this module.* |
| No incompatible modules listed |
| ***Co-requisite Modules*** |
| No Co-requisite modules listed |
| ***Requirements***<br>*This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.* |
| No requirements listed |

## Module Content & Assessment

| Indicative Content |
| --- |
| **Marketing in a Digital Era**<br>The Evolution of Marketing in a Digital Era. |
| **The Digital Marketing Plan**<br>The SOSTAC Model for digital planning Preparing a digital audit |
| **Search Marketing**<br>Introduction to search engine optimisation and search engine marketing |
| **The Digital Consumer**<br>Understanding and targeting today's digital consumer. |
| **The Digital Environment**<br>The Digital Marketing Landscape digital trends and emerging technologies |

| Assessment Breakdown | % |
| --- | --- |
| Continuous Assessment | 30.00% |
| End of Module Formal Examination | 70.00% |

| Continuous Assessment | | | | |
| --- | --- | --- | --- | --- |
| Assessment Type | Assessment Description | Outcome addressed | % of total | Assessment Date |
| Practical/Skills Evaluation | Conduct a digital audit using digital audit tools on a company and prepare a report | 1,2 | 30.00 | Week 7 |

| No Project |
| --- |

| No Practical |
| --- |

| End of Module Formal Examination | | | | |
| --- | --- | --- | --- | --- |
| Assessment Type | Assessment Description | Outcome addressed | % of total | Assessment Date |
| Formal Exam | End of term examination | 1,2,3 | 70.00 | End-of-Semester |

**SETU Carlow Campus reserves the right to alter the nature and timings of assessment**

## Module Workload

| Workload: Full Time | | |
|---|---|---|
| *Workload Type* | *Frequency* | *Average Weekly Learner Workload* |
| Lecture | Every Week | 1.00 |
| Laboratory | Every Week | 2.00 |
| Independent Learning | Every Week | 6.00 |
| | Total Hours | 9.00 |

| Workload: Part Time | | |
|---|---|---|
| *Workload Type* | *Frequency* | *Average Weekly Learner Workload* |
| Lecture | Every Week | 0.50 |
| Laboratory | Every Week | 1.00 |
| Independent Learning | Every Week | 7.50 |
| | Total Hours | 9.00 |

## Module Delivered In

| Programme Code | Programme | Semester | Delivery |
|---|---|---|---|
| CW_DPCCS_B | Bachelor of Arts (Honours) in Content Creation and Social Media | 1 | Mandatory |
| CW_BHCPR_B | Bachelor of Arts (Honours) Public Relations and Media | 1 | Mandatory |
| CW_BHCPR_D | Bachelor of Arts in Public Relations and Media | 1 | Mandatory |
| CW_BBDMA_B | Bachelor of Science (Honours) in Digital Marketing with Analytics | 1 | Mandatory |
| CW_BBDMA_D | Bachelor of Science in Digital Marketing with Analytics | 1 | Mandatory |

| Programme Code | Programme | Semester | Delivery |
|---|---|---|---|
| CW_DPCCS_B | Bachelor of Arts (Honours) in Content Creation and Social Media | 1 | Mandatory |