

<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>	A combination of lectures, case-studies and presentations.
<b>Module Aim:</b>	Students will be equipped with social research tools to identify, target and reach specific online audiences, as well as create and implement digital marketing campaigns.
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Demonstrate the tools, techniques and methodologies necessary to conduct social research
LO2	Illustrate an in-depth understanding of platform selection, content formats, scheduling and competitor analysis
LO3	Analyse the evolving role of paid digital campaigns
LO4	Demonstrate the ability to plan, execute, measure, and optimise a social media cross platform campaign
<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

#### Digital Marketing

1. Social Research. 2. Content Marketing. 3. Content Outreach. 4. Create and manage ads and ad accounts on all major platforms. 5. Campaign Strategy and Analysis. 6. Competitor Analysis. 7. Analytics.

### Assessment Breakdown

	%
Project	100.00%

### Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Presentation	Demonstrate the use of digital media research techniques and tools to identify and understand your audience.	1,2,3,4	10.00	n/a
Case Studies	Strategic analysis of competitor's digital marketing campaign	1,2,3,4	30.00	n/a
Project	Plan, execute, measure, and optimise a digital marketing campaign	1,2,3,4	60.00	n/a

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>
Lab/Lecture	Every Week	3.00
Independent Learning	Every Week	2.00
Total Hours		5.00

**Module Delivered In**

Programme Code	Programme	Semester	Delivery
CW_EETVM_B	<a href="#">Bachelor of Science (Honours) in TV and Media Production</a>	7	Mandatory