

Module Title:	Digital Analytics and CRM
Language of Instruction:	English
Credits:	10
NFQ Level:	7
Module Delivered In	2 programme(s)
Teaching & Learning Strategies:	The learning environment will be practical, interactive and hands-on, using software to analyse digital customer data to find solutions to real-world digital marketing problems. Formal lectures, group-based activities, class discussion and lab sessions may be used in the presentation of this module as well as industry level projects.
Module Aim:	The aim of this module is to enable students to understand the role of web analytics in digital marketing in measuring the performance of digital marketing strategies. The module will provide students with practical skills in web analytics across a number of online platforms including Google Analytics, Facebook Insights, Twitter Analytics and LinkedIn Analytics. The module will also provide insight into the features and functions of customer relationship management theories and practices, representing new ways of conducting marketing and improving relationships with clients.

Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Understand web analytics concepts & frameworks to measure digital marketing performance
LO2	Apply strategies to interpret web analytics data and understand the connection between digital metrics, analytics, marketing tactics and business performance
LO3	Develop practical skills in digital analytics tools such as Google Analytics and other relevant Social Media Insights platforms
LO4	Interpret & communicate insights to a non-technical audience and advise on solutions to marketing problems
LO5	Critically reflect and evaluate the key principals of strategic CRM strategy and implementation, with an appreciation on the impact of CRM on the long-term growth of an organisation
LO6	Apply best practice and reflection in management and problem-solving techniques for customer relationships and develop a skillset to create, maintain and operate CRM systems.

Pre-requisite learning
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>
No recommendations listed
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>
No incompatible modules listed
Co-requisite Modules
No Co-requisite modules listed
Requirements <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 Analytics Terminology & KPIs

Overview of key digital marketing metrics and terminology.

Google Analytics

Web analytics terminology, exploration of Google Analytics software.

Social Media Analytics

Exploration of Social Media KPIs & tools for measurement including, but not limited to, Facebook Insights, Instagram, LinkedIn & Twitter Analytics

Business Insights & Communication

Generating actionable insight from digital metrics. Learning how to communicate marketing actions/ suggestions to a non-technical audience.

CRM and ECRM Strategy and Implementation

Evaluating impact of CRM strategies on business performance and develop a working knowledge of CRM software.

Assessment Breakdown

%

Continuous Assessment

100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Using a case study or business, advise on appropriate KPIs & digital metrics to assess the effectiveness of an organisation's digital strategy. Leverage insights from digital analytics to create & present a marketing optimisation report.	1,2,3,4	60.00	n/a
Project	Develop a strategic plan for a CRM system. The system should use current industry standards software and systems.	5,6	40.00	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

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	2.00
Lab/Lecture	Every Week	4.00
Independent Learning	Every Week	12.00
Total Hours		18.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	1.00
Lab/Lecture	Every Week	2.00
Independent Learning	Every Week	15.00
Total Hours		18.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BBDMA_B	Bachelor of Science (Honours) in Digital Marketing with Analytics	4	Mandatory
CW_BBDMA_D	Bachelor of Science in Digital Marketing with Analytics	4	Mandatory