APPL C2704: Digital Applications

Module Title:	Digital Applications
Language of Instruction:	English

Credits:	10

NFQ Level:	6

Module Delivered In	3 programme(s)

Teaching & Learning Strategies:	Students will be encouraged to actively partake in class discussions, group work and problem solving activities. A variety of teaching methodologies (case studies, practicals, lectures, ICT based learning, demonstrations) will be employed and the lecturer will act as facilitator to their learning process.

Module Aim:	To introduce students to the use of IT in a business environment, gain practical skills in databases, spreadsheets and to develop an understanding of social media and website development using a Content Management System.

Learning Outcomes	
On successful completion of this module the learner should be able to:	
LO1	Demonstrate dynamic elements of spreadsheets
LO2	Create digital marketing assets for a new brand including logo, social media campaign and a brand style guide
LO3	Create a website using a content management system for a new brand
LO4	Create a digital marketing campaign

Pre-requisite 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 incompatible modules listed
Co-requisite Modules
No Co-requisite modules listed
Requirements *This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.*
No requirements listed

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Module Content & Assessment

Indicative Content
Data management using Excel Data analysis tools in excel, database functions in excel
Website creation using a CMS Wordpress Students create a website incorporating applications and manipulating the interface
Digital Marketing assets and campaign Logo design, brand style guide, social media campaign and social media sites, campaign strategy

Assessment Breakdown	%
Project	75.00%
Practical	25.00%

No Continuous Assessment

Project

Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Project	Design and create a new brand and associated marketing assets including a logo, style guide, social media campaign and a website (using a content management system) for a Digital Marketing Campaign	2,3,4	75.00	Week 29

Practical

Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Practical/Skills Evaluation	Demonstrate dynamic elements of spreadsheets, i.e. pivot tables/charts and web queries outlined in these learning outcomes.	1	25.00	n/a

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*
Laboratories	12 Weeks per Stage	6.00
Independent Learning	15 Weeks per Stage	11.87
	Total Hours	250.00

Workload: Part Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Laboratory	12 Weeks per Stage	3.00
Independent Learning	15 Weeks per Stage	5.93
	Total Hours	125.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BWBUS_B	Bachelor of Business (Honours) Options: in Business or Digital Marketing	4	Mandatory
CW_BWBUS_D	Bachelor of Business Options: Business or Digital Marketing	4	Mandatory
CW_BWBUS_C	Higher Certificate in Business	4	Mandatory