

Module Title:	Digital Marketing Project
Language of Instruction:	English
Credits:	10
NFQ Level:	8
Module Delivered In	No Programmes
Teaching & Learning Strategies:	The Digital Marketing Project provides the student with the opportunity to engage in 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 a digital marketing plan.
Module Aim:	To deliver a comprehensive professional digital marketing plan that demonstrates an understanding of the context of a client company including its relationship with other marketing strategies and communications.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Demonstrate the marketing know-how and skills in conducting and evaluating an environmental and situational analysis.
LO2	Formulate and persuasively communicate appropriate context relevant digital marketing strategies, tactics, actions and controls.
LO3	Evaluate and support an appropriate choice of digital marketing recommendations that meet the needs of a client company reflective of the challenges a complex dynamic business environment may present.
LO4	Demonstrate a robust appreciation of the relevant practical and theoretical issues of a particular a client company's context.
LO5	Demonstrate the ability to meet a complex brief in an independent, self-evaluative and reflective manner.
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 MARKETING PROJECT

This module has no taught content - The module provides students with the opportunity to develop a digital marketing campaign in conjunction with a client company. This will require students to engage with the dynamics and challenges of an online marketing campaign in a 'live' context. It aims to equip the learner with the skills to create, detail and recommend an online marketing communications strategy. A sample format for the digital marketing project may include: Introduction, Situational Analysis (The Company, Company Mission Statement, SWOT Analysis, PESTLE Analysis, Customer and Market Analysis, Competitor Analysis, Marketing Strategy (Marketing Objectives, Positioning Strategy, Brand, Marketing Mix), Objectives, Strategy, Tactics, Actions, Controls. The supervision of the learner's independent work will be 15 minutes per week - a 1 hour reduction in teaching hours for each group of 4 learners. The student is guided by the supervisor, but essentially is provided the opportunity to engage in self-motivated, autonomous independent learning. Each project topic will be agreed upon after consultation between the student, the supervisor and a potential client company. Each student will be provided with detailed Digital Marketing Project Guidelines at the commencement of the module. Each completed Digital Marketing Project will be read and marked separately by two supervisors, to ensure that a consistent standard is maintained across each Project.

Assessment Breakdown	%
Project	100.00%

No Continuous Assessment

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	n/a	1,2,3,4,5	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

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Contact Hours	Every Week	0.25
Total Hours		0.25

