Module Title:	Digital Marketing
Language of Instruction:	English

Credits:	5

NFQ Level:	7

Module Delivered In	No Programmes

Teaching & Learning Strategies:	This subject is delivered in a computer lab setting. In the lab demonstrations, practical exercises and project work will take place along with discussion and critical appreciation of web video, social media marketing, SEO/SEM campaigns. Within the lab setting demonstrations and analysis will take place of businesses with successful implementation of multi-channel retailing and the resources and structures that are needed for its operation.

Module Aim:	Appreciate the dynamic area of digital marketing and it's place in a customer focused business. Allow students to develop analytical skills that are used to design and implement digital marketing initiatives in the areas of Content Marketing, Search Engine Optimisation (SEO), Search Engine Marketing (SEM) and Social Media.

Learning Outcomes	
On successful completion of this module the learner should be able to:	
LO1	Work as part of a team to design, develop and implement video content that is optimised for a web-based platform.
LO2	Analyse the relationship between different strategic areas of eBusiness and how they can be implemented in a unified approach across the organisation.
LO3	Act as a search engine optimisation/marketing practitioner to increase traffic to internet content.
LO4	Design, implement and assess a social media marketing campaign using recognised analytical metrics of success.

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	

Module Content & Assessment

Indicative Content
Video Production and Distribution • Use a high-level video editing suite to produce a web optimised video in the context of eBusiness. • Distribute the video through a web based video platform. • Optimise the video content using SEO techniques. • Analyse the traffic metrics and assess actions to improve these trends.
eBusiness Multi-Channel Retailing • Application of revenue models in eBusiness. • Multi-channel retailing and customer focus. • Optimising web for retail conversions. • The evolution of advertising on the web. • Adapting to a multi-platform environment.
SEO & SEM (Search Engine Optimisation & Search Engine Marketing) • Adapting web content to improve its ranking in search tools and increase its traffic. • Using paid promotion on search tools to drive traffic to content. • B2B strategies in the use of SEO & SEM
Social Media • Explore and harness features of popular social media platforms. • Techniques in anticipating and leveraging audience behaviour. • Paid promotion using social media platforms. • Risk management for social media o social media policies o ethical considerations towards user data

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Web Video Project: Project involving the design and creation of a suite videos with a digital marketing theme and upload it to a web based platform. Optimise the video for high rankings and traffic on the web. Suggested Rubric Breakdown: Planning 25%, SEO 25%, Innovative Platform Use: 25%, Marketing Message 25%.	1,3	40.00	Week 9
Practical/Skills Evaluation	Assignment: Students are given a practical case study of an ebusiness that involves • designing and implementing a social media campaign • improving SEO standing • improving the conversion potential in web sites • analyse and improve in the context of multi-channel retailing. Rubric Breakdown: Set-Up Campaigns 10%, Social Media Marketing 30%, Search Engine Optimisation 30%, Search Engine Marketing/PPC 30%	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

Workload: Full Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Practicals	30 Weeks per Stage	1.50
Independent Learning	30 Weeks per Stage	2.00
	Total Hours	105.00

Workload: Part Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Lecture	Every Week	0.75
Independent Learning Time	Every Week	1.50
	Total Hours	2.25