

<b>Module Title:</b>	Introduction to Digital Marketing
<b>Language of Instruction:</b>	English
<b>Credits:</b>	5
<b>NFQ Level:</b>	8
<b>Module Delivered In</b>	<a href="#">5 programme(s)</a>
<b>Teaching &amp; Learning Strategies:</b>	Learners will be exposed to theory and practice of digital marketing through exposure to and study of academic materials (texts, journals etc.) and industry practice materials (web resources, case studies, industry reports etc.). Classes will be tutorial in nature where learners will be expected to actively engage with module materials (online & offline), problem solving exercises and participate in class discussion and debate. Computer Laboratories – instruction classes will take place in computer labs to facilitate an appreciation of digital marketing tools and landscape
<b>Module Aim:</b>	The module aims to provide the student with an introduction to digital marketing principles and practice. It will explore it's evolution the current landscape and it's integration with traditional marketing
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	To identify and evaluate the principles and practices of digital marketing planning
LO2	Analyse the Digital Marketing Landscape
LO3	Describe the digital consumer and the targeting implications for companies
<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

#### Marketing in a Digital Era

The Evolution of Marketing in a Digital Era.

#### The Digital Marketing Plan

The SOSTAC Model for digital planning Preparing a digital audit

#### Search Marketing

Introduction to search engine optimisation and search engine marketing

#### The Digital Consumer

Understanding and targeting today's digital consumer.

#### The Digital Environment

The Digital Marketing Landscape digital trends and emerging technologies

### Assessment Breakdown

	%
Continuous Assessment	30.00%
End of Module Formal Examination	70.00%

### Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Practical/Skills Evaluation	Conduct a digital audit using digital audit tools on a company and prepare a report	1,2	30.00	Week 7

No Project

No Practical

### End of Module Formal Examination

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	End of term examination	1,2,3	70.00	End-of-Semester

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>
Lecture	Every Week	1.00
Laboratory	Every Week	2.00
Independent Learning	Every Week	6.00
Total Hours		9.00

  

<b>Workload: Part Time</b>		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	0.50
Laboratory	Every Week	1.00
Independent Learning	Every Week	7.50
Total Hours		9.00

**Module Delivered In**

Programme Code	Programme	Semester	Delivery
CW_DPCCS_B	<a href="#"><u>Bachelor of Arts (Honours) in Content Creation and Social Media</u></a>	1	Mandatory
CW_BHCPR_B	<a href="#"><u>Bachelor of Arts (Honours) Public Relations and Media</u></a>	1	Mandatory
CW_BHCPR_D	<a href="#"><u>Bachelor of Arts in Public Relations and Media</u></a>	1	Mandatory
CW_BBDMA_B	<a href="#"><u>Bachelor of Science (Honours) in Digital Marketing with Analytics</u></a>	1	Mandatory
CW_BBDMA_D	<a href="#"><u>Bachelor of Science in Digital Marketing with Analytics</u></a>	1	Mandatory