

<b>Module Title:</b>	Digital Technologies
<b>Language of Instruction:</b>	English
<b>Credits:</b>	5
<b>NFQ Level:</b>	6
<b>Module Delivered In</b>	<a href="#">2 programme(s)</a>
<b>Teaching &amp; Learning Strategies:</b>	Lectures, practicals and projects
<b>Module Aim:</b>	This module introduces students to digital applications and how they can be used to support event marketing, business and management functions.
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Identify current digital technologies and trends in digital marketing
LO2	Design a digital marketing campaign to support an event.
LO3	Create digital assets for the marketing of an event.
<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**

**Identify current digital technologies and trends in digital marketing**

Digital technologies including Social, mobile, web, applications, online communication. Digital marketing trends in tools, techniques and technologies.

**Design a digital marketing campaign to support an event.**

Digital marketing campaign. Digital marketing strategy. Event marketing.

**Create digital assets for the marketing of an event.**

Design principles for digital. Digital creation and assets. Using design software to create digital content.

**Assessment Breakdown**

%

Project

100.00%

No Continuous Assessment

**Project**

<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Project	Assessment 1: DIGITAL TECHNOLOGIES Students will be given a number of small briefs in current digital technologies in the design and creation of digital assets.	1,3	50.00	Sem 1 End
Project	ASSESSMENT 2: DIGITAL MARKETING CAMPAIGN Group Project – Team of Two, individually marked Cross module assessment with Event Planning and Sustainability and Event Operational Control module, student takes role of Digital Marketer in designing and creating a digital marketing campaign for an event. Student from Digital Marketing module will be on a team with student from Event Planning and Sustainability/Event Operational Control module taking the role of Digital Marketer.	2,3	50.00	Sem 2 End

No Practical

No End of Module Formal Examination

**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>
Practicals	12 Weeks per Stage	3.00
Independent Learning Time	15 Weeks per Stage	5.93
Total Hours		125.00

  

<b>Workload: Part Time</b>		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Practicals	12 Weeks per Stage	1.50
Independent Learning Time	15 Weeks per Stage	2.97
Total Hours		62.50

**Module Delivered In**

Programme Code	Programme	Semester	Delivery
CW_BWTEM_B	<a href="#">Bachelor of Science (Honours) in Tourism and Event Management</a>	3	Mandatory
CW_BWTEM_D	<a href="#">Bachelor of Science in Tourism and Event Management</a>	3	Mandatory