

Module 15: Digital Marketing

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|--|------------------------------|-----------------|------------------|--------------------------|------------------|-------------------------|-----------------------------|
| Stage | | | | 2 | | | |
| Semester | | | | 2 | | | |
| Module Title | | | | Digital Marketing | | | |
| Module Number | | | | 15 | | | |
| Module Status | | | | Mandatory | | | |
| Module ECTS Credits | | | | 5 | | | |
| Module NFQ level | | | | 7 | | | |
| Pre-Requisite Module Titles | | | | IT Skills | | | |
| Co-Requisite Module Titles | | | | N/A | | | |
| Capstone Module? | | | | No | | | |
| List of Module Teaching Personnel | | | | Michael Franklin | | | |
| Contact Hours | | | | Non-contact Hours | | | Total Effort (hours) |
| 46 | | | | 54 | | | 100 |
| Lecture | Practical | Tutorial | Seminar | Assignment | Placement | Independent Work | |
| 36 | | 10 | | 20 | 0 | 34 | 100 |
| Allocation of Marks (Within the Module) | | | | | | | |
| | Continuous Assessment | Project | Practical | Final Examination | Total | | |
| Percentage Contribution | 40 | | | 60 | 100 | | |

Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Explain the role and importance of digital marketing in a rapidly changing business landscape
2. Discuss the key elements of a digital marketing strategy
3. Illustrate how the effectiveness of a digital marketing campaign can be measured
4. Demonstrate advanced practical skills in common digital marketing tools such as SEO, SEM, Social media and Blogs

Module Objectives

The primary objective of this module is to examine and explore the role and importance of digital marketing in today's rapidly changing business environment. It also focusses on how digital marketing can be utilised by organisations and how its effectiveness can be measured.

Module Curriculum

- Introduction to digital marketing
- Digital Strategy and Planning
- Website marketing tools
- Digital content – website, blogs, email, webinars, videos, podcasts, e-zines, PPC advertising
- Social Media and Social Bookmarking – Facebook, Twitter, Pinterest, Instagram, YouTube and YouTube channels and emerging social medias
- Search Engine Marketing – What it is, how it works and how to make it work!
- Search Engine Optimisation -What it is, how it works and how to make it work!
- Measuring Digital media performance
- Ecommerce, Tcommerce and Mcommerce
- Implementing the digital marketing plan
- Website design /development for digital marketing
- Mastering Google - AdWords Advertising, Analytics & Applications

Reading lists and other learning materials

Blanchard O. (2014) *Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization*

Pulizzi, J. (2013) *Epic Content Marketing*

Marketing on Facebook – Best practice guide (2015) Facebook Marketing Press

Chaffey, D., & Ellis-Chadwick, F. (2012) *Digital Marketing: Strategy, Implementation and Practice*, 5/E, Pearson

Tapp, A., & Whitten, I., & Housden, M. (2014) *Principles of Direct, Database and Digital Marketing*, 5/E, Pearson

Tasner, M. (2015) *Marketing in the Moment: The Digital Marketing Guide to Generating More Sales and Reaching Your Customers First*, 2/E, Pearson

Websites

www.smartinsights.com

www.hubspot.com

www.mashable.com

www.emarketer.com

www.socialmediaexaminer.com

www.brandrepublic.com

www.allfacebook.com

www.insidefacebook.com

www.ipassexam.com

www.wordstream.com

www.seomoz.org/

www.searchengineland.com

www.searchenginewatch.com

www.mattcutts.com

Module Learning Environment

This module is delivered primarily through lectures in the classroom but also through practical lab sessions. Moodle is used extensively to provide class notes, exercises and activities. Learners are encouraged to view and contribute to blogs, wikis and forums.

Module Teaching and Learning Strategy

This module is delivered through lectures complemented with tutorial and lab sessions. During tutorials and lab sessions the learners are exposed to various eMarketing campaigns and time is given for extensive debate and evaluation of the merits of each campaign. Computer based demonstrations in labs enables learners to apply the knowledge gained in lectures. Directed exercises and assignments are allocated on a regular basis for completion in the labs and also outside of class.

Module Assessment Strategy

40% of the marks have been allocated to coursework which is designed to ensure that learners understand and can apply the principles and concepts presented in the lectures. A sample assignment is included in the appendices. 60% of the marks are allocated to an end of term exam.

