

6.12 Module 12 Digital Business

6.12.1 Headline information about the module

| | |
|---|---|
| Module title | Digital Business |
| Module NFQ level (only if an NFQ level can be demonstrated) | 9 |
| Module number/reference | PGDAFM-DB |
| Parent programme(s) the plural arises if there are embedded programmes to be validated. | MSc in International Business Management |
| Stage of parent programme | 1 |
| (semester1/semester2 if applicable) | 2 |
| Module credit units (FET/HET/ECTS) | ECTS |
| Module credit number of units | 5 |
| List the teaching and learning modes | Full time, part time |
| Entry requirements (statement of knowledge, skill and competence) | Learners must hold an honours degree of at least a H22 standard in an accounting/finance related field or equivalent qualification from an approved tertiary or professional institution. |
| Pre-requisite module titles | Not applicable |
| Co-requisite module titles | Not applicable |
| Is this a capstone module? (Yes or No) | No |
| Specification of the qualifications (academic, pedagogical and professional/occupational) and experience required of staff (staff includes workplace personnel who are responsible for learners such as apprentices, trainees and learners in clinical placements) | Qualified to at least master's level in and practicing in digital business, preferably with a third level teaching qualification (e.g. Certificate in Training and Education). |
| Maximum number of learners per centre (or instance of the module) | 60 |
| Duration of the module | 12 weeks |
| Average (over the duration of the module) of the contact hours per week | 3 |
| Module-specific physical resources and support required per centre (or instance of the module) | Normal lecture room with internet access and good-quality audio-visual equipment. |

| Analysis of required learning effort | | | | | | | | | | |
|---|-------------------------------|------------------------------------|-------------------------------|-----------------------|-------------------------------|---------------------------------|-------------------------------|-----------------------|--|----------------------|
| Effort while in contact with staff | | | | | | | | | | |
| Classroom and demonstrations | | Mentoring and small-group tutoring | | Other (specify) | | Directed e-learning (hours) | Independent learning (hours) | Other hours (specify) | Work-based learning hours of learning effort | Total effort (hours) |
| Hours | Minimum ratio teacher/learner | Hours | Minimum ratio teacher/learner | Hours | Minimum ratio teacher/learner | | | | | |
| 24 | 1:60 | 12 | 1:20 | | | | 89 | | | 125 |
| Allocation of marks (within the module) | | | | | | | | | | |
| | | | | Continuous assessment | Supervised project | Proctored practical examination | Proctored written examination | Total | | |
| Percentage contribution | | | | 100% | | | | 100% | | |

6.12.2 Module aims and objectives

Centred on digital marketing and strategy, combined with trends that are shaping modern E-business, this module explores how digital marketing fits in with the overall business strategy at a practical level. Learners acquire knowledge on how to plan and implement effective digital campaigns using digital assets at management level for accountable results.

Learners combine their knowledge of digital marketing skills with an in-depth understanding of strategy to critically appreciate the appropriate use of modern digital marketing channels to drive and sustain commercial results. This module provides a step-by-step guidance on how to develop a digital marketing management plan, offering insights into best practice in E-business, digital marketing management and analytics today, to gain the know-how to create and implement such plans to assist in future career development.

6.12.3 Minimum intended module learning outcomes

On successful completion of this module, learners are able to:

- (i) Identify the unique characteristics and complexities of targeting and engaging with online consumers using concepts, theories frameworks, models and channels relating to digital marketing strategies.
- (ii) Critically appraise and evaluate current digital business strategy and practice to inform and defend online business decisions, both locally and globally.

- (iii) Apply advanced digital marketing skills and relevant Digital marketing channels including SEO, PPC, Social Media, Mobile & Email Marketing and content marketing.
- (iv) Display critical analysis and self-reflection when using research and problem-solving techniques to solve marketing and digital marketing issues, which inform the creation of a successful E-Business model.
- (v) Fluently apply analytics and suggest recommendations for the use of appropriate metrics across a variety of digital and integrated marketing activities to maximise ROI.

6.12.4 Rationale for inclusion of the module in the programme and its contribution to the overall MIPLOs

In a contemporary business environment, the need for a practical understanding of digital skills within the workplace is demanded by the continual evolution of new online and internet technologies. There is a continuing, intensified use of digital technologies globally and marked digital skill shortage in senior management. In addition to a need for digital skills, the modern graduate is required more than ever to be a strategist. This module focuses on combining digital marketing skills with digital strategy in order to create a best in class graduate.

6.12.5 Information provided to learners about the module

The Programme Handbook contains the module descriptor and assessment details. Extensive use of the VLE, Moodle, provides detailed notes and additional resources. In class, learners are provided with a PowerPoint pack and extensive reading list, incorporating professional and academic sources.

6.12.6 Module content, organisation and structure

Understanding the digital business environment

- Introduction to digital marketing landscape and trends
- New rules of marketing in digital world and the role of digital marketing within organisations
- Differentiation and integration of digital marketing and traditional marketing
- New media channel proliferation
- Top 10 E-Business trends

Digital Marketing and E-Business Strategies in the 21st Century

- Introduction of strategy and the E-Business model
- Lean canvas model and innovation in digital
- Revenue and E-Business models
- Critical evaluation of E-Business models
- Review of digital assets specific and application of learnings
- Case studies – failure and success

Digital Marketing and Strategy Development

- Customer centricity
- The Consumer empowered
- Digital reach
- Turning strategy into conversion and optimisation

Company Pitch and Planning

- Client company pitch presentation - Q & A session
- Digital marketing strategy and planning frameworks
- Creating a result orientated digital marketing plan
- Turning strategy into conversion

Techniques for Engagement to Maximise Results

- Introduction to Search Engine Optimisation
- Factors influencing the SERPs
- SEO planning and implementation
- Developing an SEO friendly website
- Keyword research
- Role of social media in search rankings

Google Ad Words

- Introduction to Google AdWords
- Basic account structure
- Quality score and ad ranking
- Creating Ads
- Alternative ad formats
- Keyword planner
- Budgeting and bid strategies

Content Marketing

- Introduction to Content marketing
- Role of inbound marketing
- Keywords and content
- Consumer relevance
- Storytelling

Email Marketing

- Introduction to Email marketing
- Creating an email campaign and best practice
- Good Email marketing design practice
- Metrics and email marketing
- Marketing automation
- The importance of ECRM to marketing and sales

Social Media

- Introduction to Social media
- Advantage and disadvantages of the various social media
- Goals of social media
- Social media, strategy and ROI
- Brand Vs consumer in social media

Mobile marketing & messaging

- Introduction to mobile Marketing & Mobile Messaging
- SEO – content development of mobile friendly sites
- Mobile apps
- Mobile advertising
- Mobile video
- Mobile strategy and planning

Digital Marketing in International Context

- Digital marketing strategy in the International context
- Technology and International market research
- Challenges of multiple cultures and languages
- Adapting tactics for multiple market entry strategies

Analytics and Metrics

- Definitions of metrics used in marketing today
- Basic terminology
- A review of audience, acquisition and behaviour using Google Analytics
- Segmentation and measurement
- Online marketing metrics - Different types of online measures, web analytics and key performance metrics
- Creating budgets, measurement and implementation strategy

Review and Summary

This culminates in the production of an e-portfolio, which presents a commercial digital marketing plan to a 'live' client. Groups pitch against each other to secure the client as a future project. Clients provide invaluable feedback to learners at the time of presentation.

6.12.7 Module teaching and learning (including formative assessment) strategy

A range of delivery methods are adopted, including lectures, tutorials, case studies and in-class exercises using a range of professional and academic sources. These are designed to engage learners in the module content, and associated competencies that the programme team wishes learners to develop over the course of the module. Learners' guided independent reading and research is supported by use of Moodle to help prepare learners for their classes in addition to developing autonomous self-directed learners.

6.12.8 Work-based learning and practice-placement

Full time learners must base their assignment on a real client provided by the lecturer. A representative from the company gives a pitch to the learners, a site trip takes place and learners engage directly with the client throughout the assessment period.

Part time learners have an option of choosing their employer company as the basis for their assignment if appropriate to link learning with professional practice.

6.12.9 E-learning

E-learning supports are provided via the college's online learning environment, Moodle, including extensive library resources.

6.12.10 Module physical resource requirements

Normal lecture room with internet access and good-quality audio-visual equipment.

6.12.11 Reading lists and other information resources

Primary Reading

Chaffey, D. and Smith, P. R. (2017) *Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing* Routledge: London.

Scott, D. M. (2017) *The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly* John Wiley & Sons: Hoboken.

Secondary Reading

Booth, D. (2018) *GDPR for Marketers* Lynda.com

Engel, E., Spencer, S. and Stricchiola, J. (2015) *The Art of SEO: Mastering Search Engine Optimization* O'Reilly Media: California.

Kingsnorth, S. (2016) *Digital Marketing Strategy: An Integrated Approach to Online Marketing* Kogan Page: London.

Kolah, A. (2018) *The GDPR Handbook: a Guide to Implementing the EU General Data Protection Regulation* Kogan Page: London.

Masters, M. (2015) *Content Revolution: Communicate What You Stand For by Telling a Better Story* LID Publishing: London.

Peppers, D., Rogers, M. and Kotler, P. (2016) *Managing Customer Experience and Relationships: A Strategic Framework* John Wiley & Sons: Hoboken.

Useful Websites

www.mashable.com

www.smartinsights.com

www.emarketer.com

www.moz.com

<https://www.thinkwithgoogle.com>

<http://www.sethgodin.com/sg/>

<https://learndigital.withgoogle.com/digitalgarage>

<https://blog.marketo.com>

<https://www.marketingsherpa.com>

<https://blog.hubspot.com>

<https://analytics.google.com/analytics/academy>

<https://searchengineland.com>

<https://trends.google.ie/trends>

<http://contentmarketinginstitute.com>

<https://digitalmarketinginstitute.com/blog>

6.12.12 Specifications for module staffing requirements

Lecturer(s) to at least master's level in and practicing in digital business, preferably with a third level teaching qualification (e.g. Certificate in Training and Education).

6.12.13 Module summative assessment strategy

Learners focus on one international company and create a plan focused on the digital assets and digital marketing aspects of their marketing. This focus on creating a set of tasks for this company establishes digital assets, which they upload on their e-portfolio. This integrated approach allows learners to view International marketing and digital marketing in a holistic manner and fuse offline and online marketing tactics to meet the goals and objectives of the company.

The module is assessed in two parts. It is based on the project-based learning approach that organises learning around task lists and communicating and presentation of the projects.

The assessed work breakdown can be seen in the table below.

| No | Description | MIMLOs | Weighting |
|----|------------------------|-------------------|-----------|
| 1 | Digital Marketing Plan | i, ii, iii, iv, v | 70% |
| 2 | Presentation | iii, v | 30% |

6.12.14 Sample assessment materials

Please see Sample Assessment Handbook