

Short Title:	Digital Marketing APPROVED
Full Title:	Digital Marketing
Module Code:	DMED H3031
ECTS credits:	10
NFQ Level:	7
Module Delivered in	2 programme(s)
Module Contributor:	Nicola Duffy
Module Description:	The aim of this module is to enable students to direct, within their area of organisational responsibility, the application of digital marketing technologies and techniques to support marketing objectives. Students will gain an understanding of how organisations can leverage digital marketing channels to better understand target audiences, promote goods and services, enhance brand awareness and improve sales.
Learning Outcomes:	
<i>On successful completion of this module the learner will be able to</i>	
<ol style="list-style-type: none"> 1. Understand the strategic applications of digital marketing 2. Be able to structure and plan a digital marketing campaign that is aligned with business objectives 3. Be able to identify and manage information and technology resources to implement their digital marketing plans 4. Be able to identify appropriate digital channels 5. Create and integrate digital marketing strategies into existing marketing campaigns 6. Implement an online presence that harnesses the power of social media systems 7. Utilize online information gathering techniques to gain customer knowledge and insight 8. Use web analytics to assess digital marketing performance and improvement programmes 	

Module Content & Assessment

Indicative Content
<p>Introduction to Marketing</p> <ul style="list-style-type: none"> History and evolution Internal reports and marketing intelligence Market research concepts The marketing concept, philosophy and practice Social responsibility Brand management concerns
<p>Digital Marketing Strategy</p> <ul style="list-style-type: none"> Stages in online adoption Analysis of marketing environments Understanding buyer behaviour and market research The internet and its role (customer/ business relationships) Current trends in marketing Defining and analysing competitive forces Website/campaign auditing (suitability/purpose) Global best and worst practice
<p>Digital Channels</p> <ul style="list-style-type: none"> Email Web Campaigns (Banners, skyscrapers, interstitials, pop-ups, intexts) Video (Viral ad campaigns) RSS Podcasting Pay per click (Google adwords) Social networks and social bookmarking Groups and forums Wikis Photo sites
<p>Optimisation , Analysis and Performance Improvement</p> <ul style="list-style-type: none"> Search engine optimisation (SEO) Search engine Marketing (SEM) Traffic analysis, web analytics Traffic optimisation Design improvement Measuring change impact
<p>Social Media and Online Branding</p> <ul style="list-style-type: none"> Social media presence (Twitter, Flickr, FaceBook, Blogging, YouTube etc.) Customer communication and relationships Building customer communities Case studies
<p>Mobile Web Advertising</p> <ul style="list-style-type: none"> Mobile web strategy Mobile channels (SMS, MMS, in-game, in-app, web, ...) Location awareness Content creation & delivery issues Privacy concerns
<p>Future landscape</p> <ul style="list-style-type: none"> Web 3.0 Semantic search Digital convergence Web/Mobile/TV

Indicative Assessment Breakdown	%
Course Work Assessment %	50.00%
Final Exam Assessment %	50.00%

Course Work Assessment %				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Lab work	As part of this module students will be required to carry out a number of lab-based assessments and homework assignments. Continuous assessment work will be geared towards giving students the practical skills required to implement an effective digital marketing campaign. Mixed assessment types will be used during the student's practical sessions. These assessments might take the form of using analytics tools such as Google Analytics, developing social networking pages or streamlining existing WebPages for digital marketing.	1,2,4	20.00	n/a
Project	Students will also be asked to work in groups to design and implement fictitious digital marketing campaigns for existing or imaginary products or services. Students will also be required to present their digital marketing plans and campaigns to their peers, Marketing staff at ITB and Creative Digital Media staff.	1,5,6,7,8	20.00	n/a
Essay	As part of this module students will be asked to complete a number of homework assignments. A typical homework assignment might take the form of an essay outlining a particular real world digital marketing campaign, how it was implemented and why it worked or didn't work.	2,4,5,6,7,8	10.00	n/a

Final Exam Assessment %				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	End of semester written exam will assess your knowledge and understanding of topics covered throughout this module.	1,2,3,4	50.00	End-of-Semester

Indicative Reassessment Requirement

Repeat examination

Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.

ITB reserves the right to alter the nature and timings of assessment

Indicative Module Workload & Resources

Indicative Workload: Full Time	
Frequency	Indicative Average Weekly Learner Workload
Every Week	2.00
Every Week	2.00
Every Week	3.00

Resources
<i>Recommended Book Resources</i>
<p>Dave Chaffey 2012, <i>Digital Marketing: Strategy, Implementation and Practice</i>, 5 Ed., Pearson Education; 5 edition [ISBN: 0273746103]</p> <p>Paul Baines, Chris Fill, Kelly Page 2011, <i>Marketing</i>, Oxford University Press, USA [ISBN: 019957961X]</p> <p>Dave Evans, Susan Bratton (Foreword) 2009, <i>Social Media Marketing</i>, 2 Ed., Sybex [ISBN: 1118194497]</p> <p>Brian Clifton 2012, <i>Advanced Web Metrics with Google Analytics</i>, 2 Ed., Sybex [ISBN: 1118168445]</p>
<i>Supplementary Book Resources</i>
<p>Damian Ryan, Calvin Jones 2009, <i>Understanding Digital Marketing</i>, Kogan Page [ISBN: 0749464275]</p> <p>Mark W. Schaefer 2014, <i>Social Media Explained: Untangling the World's Most Misunderstood Business Trend</i>, Mark W.Schaefer [ISBN: 0615840035]</p> <p>Dave Kerpen 2012, <i>Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (And Other Social Networks)</i>, 1 Ed., McGraw-Hill [ISBN: 1482014092]</p> <p>Andrew McCarthy 2013, <i>500 Social Media Marketing Tips: Essential Advice, Hints and Strategy for Business: Facebook, Twitter, Pinterest, Google+, YouTube, Instagram, LinkedIn, and More!</i>, CreateSpace Independent Publishing Platform [ISBN: 1482014092]</p>
<i>This module does not have any article/paper resources</i>
<i>Other Resources</i>
<p>Website: Social Media Resource List http://thesocialmediaguide.com/social-media/social-media-glossary</p> <p>Website: Social Media Resource List http://mashable.com/2010/05/31/92-essential-social-media-resources/</p> <p>Website: Digital Marketing Trends http://www.fastcompany.com/tag/social-media-marketing</p> <p>Website: Search for the current buzz and trends on any topic http://addictomatic.com</p> <p>Website: Social media, online, and offline marketing tips http://www.bigmarketingsmallbusiness.com</p> <p>Website: Demographic research on most sites https://www.quantcast.com</p> <p>Website: Tracks post about topics on 100+ social media services http://socialmention.com</p> <p>Website: Real-time blog search engine and index of blog popularity http://technorati.com</p> <p>Website: Social Media Marketing Group https://www.linkedin.com/groups/Social-Media-Marketing-66325?gid=66325</p> <p>Website: Online Marketing blog http://www.toprankblog.com</p>

Module Delivered in

Programme Code	Programme	Semester	Delivery
BN_DD_MED_8	Bachelor of Arts (Honours) in Creative Digital Media [240 ECTS credits]	6	Elective
BN_DD_MED_7	Bachelor of Arts in Creative Digital Media [180 ECTS credits]	6	Elective