

MARK06032 Digital Marketing

Full Title	Digital Marketing		
Status	Uploaded to Banner	Start Term	2019
NFQ Level	06	ECTS Credits	05
Module Code	MARK06032	Duration	Semester - (13 Weeks)
Grading Mode	Numeric	Department	Business, Humanities and Tech
Module Author	Declan Hoban		

Module Description

The aim of this module is to develop students' knowledge and understanding of digital marketing.

Students will learn how to take a systematic approach to developing digital marketing strategies and will develop practical skills in implementing these strategies.

Learning Outcomes

On completion of this module the learner will/should be able to:

1. assess the impact of digital technology on the practice of marketing;
2. analyse the use of different forms of digital marketing in the development of an online presence;
3. develop a plan for marketing a product of business online;
4. integrate social media tools into a marketing communications strategy.

Indicative Syllabus

Introduction to Digital Marketing

What is Digital Marketing?; how the Internet has transformed marketing; traditional marketing versus digital marketing; understanding online consumer behaviour; client management; data protection and privacy legislation e.g. General Data Protection Regulation Act (2018).

Developing a Digital Marketing Strategy

The key stages of a Digital Marketing strategy; integration of digital marketing into business and marketing strategy; different forms of online presence; setting objectives; integrating online and offline strategy; the online marketing mix; designing digital experiences (online value proposition); online advertising and promotion - Pay-Per Click, pop-up and banner advertisements, Google AdWords; affiliate marketing, online public relations, e-mail marketing and mobile marketing; analytical tools to measure the effectiveness of digital marketing campaigns.

Social Media Marketing

Social media platforms for marketing communications; viral marketing; managing social media; community building; social listening and online reputation management; content marketing and engagement strategy for a brand.

Principles of Website Design

Principles of website design; building brand identity; integration with social media; search engine marketing/optimisation; link building; traffic building.

Practical Skills in Digital Marketing

Using social media insights to interpret perceptions, results and plan for future posts; steps to creating a content calendar; using smartphones to manage your online social media presence; using analytical, tracking tools to track customer behaviour and goal completion on a website; developing a Facebook advertisement that can be used for target driven campaigns; using LinkedIn to better understand B2B connections; guest speaker doing a social media workshop on managing digital marketing campaigns; using Mailchimp for e-mail campaigns; how to create a promotional video on YouTube.

Teaching and Learning Strategy

- This module may be delivered in blended learning and mixed delivery mode
- Flipped learning approaches. e.g, class notes will be made available on Moodle
- Hands on instructions
- The use of YouTube videos to illustrate examples on a continuous basis of topics covered on the course.
- Online learning and class lecturers
- Use of computer laboratories for practical classes
- Guest speakers.
- Student feedback in relation to progression on the programme.

Assessment Strategy

Assessments will be designed to encourage effective learning and measure progress towards the attainment of intended learning outcomes.

The continuous assessment will be broken up into the following categories

(i) Individual Written Report (70%)

Students will develop a plan for marketing a product or business online and use a publishing platform (real or fictional) to build a web presence.

The plan will take the form of an individual written report.

(ii) Presentation (20%)

Individual presentation on the written report from assignment (i)

(iii) Self-Reflection Questionnaire (10%)

In the digital marketing space it is important to be willing to test and learn from your experiences - whether in theory or practice. Things will not always go exactly as planned; there will be times of delight, times of frustration and times of puzzlement.

Students will be asked to complete a self-reflection questionnaire highlighting their experiences from the day they started the course to the time of completion, to what they have learned and can bring into the future. Examples of questions that may be asked include: what do you learn from this course and assignment?;

- what did you learn from this course?
- what did you find enjoyable about this course and assignment?;
- what did you find challenging about your assignment?;
- if undertaking assignments of a similar nature on a course or in the workplace, what would you do differently in the future?
- what skills do you feel that you can bring from this course that can be applied to industry?
- Etc.

The above are just examples. The lecturer will provide the students with a prescribed self-reflection questionnaire at the start of the course.

Repeat Assessment Strategies

In line with GMIT's Academic Code of Practice, Number 3, students will be provided with the opportunity to repeat their continuous assessment.

Decisions on the nature of assessment will be linked to deficiencies in reaching particular outcomes.

The repeat continuous assessment may take the form of a written assessment, project or other relevant assessment.

Indicative Coursework and Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
Individual Project	Written Report	70 %	OnGoing	3,4
Practical Evaluation	Presentation	20 %	OnGoing	3,4
Practical Evaluation	Self-Reflection Questionnaire	10 %	OnGoing	1,2,3,4

Blended Delivery Mode Average Weekly Workload:			3.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Online Learning	Blended delivery via live interactive video, webinar and recordings	Not Specified	2	Weekly	2.00
Lecture	Lectures and practical classes	Not Specified	4	Monthly	1.00

Required Reading Book List

Hanlon, A., (2019). *Digital Marketing*. SAGE Publications Limited.
ISBN 1526426676 ISBN-13 9781526426673

Dave, F., (2018). *Digital Marketing*.
ISBN 1292241578 ISBN-13 9781292241579

Miller, R., (2019). *Social Media Marketing Mastery 2019*.
ISBN 1091907404 ISBN-13 9781091907409

Recommended Reading Book List

And, S., (2019). *Social Media Marketing: A Practitioner Guide*. 3rd Edition. Independently Published.

Sparrow, S., (2019). *Social Media Marketing for Business 2019*. Make Money Online from Home in.
ISBN 1793373604 ISBN-13 9781793373601

Miller, R., (2019). *Social Media Marketing 2019: The Power of Instagram Marketing - How to Win Followers & Influence Millions Online Using Highly Effective Personal Br*. Independently Published.
ISBN 1091679290 ISBN-13 9781091679290

Lewis, A., (2019). *Social Media Marketing 2019, 2020 and Beyond: Learn How to Use Facebook Advertising, Youtube, Instagram, & Twitter to Earn Passive Income & Become an*. Independently Published.
ISBN 1091326134 ISBN-13 9781091326132

Killeen, R., (2018). *Digital Marketing*. 1st Edition. Chartered Accountants Ireland.

Hofacker, C., (2018). *Digital Marketing*. Edward Elgar Publishing.
ISBN 1788115368 ISBN-13 9781788115360

Charlesworth, A., (2018). *Digital Marketing: A Practical Approach*. 3rd Edition. Taylor & Francis Ltd..

Githa, G., (2018). *Social Media Marketing*. Palgrave Macmillan.
ISBN 9811053227 ISBN-13 9789811053221

Heman, C., (2018). *Digital Marketing Analytics*. 2nd Edition. Pearson Education (US).

Ford, J E., (2018). *Social Media Marketing for the Future*. Independently Published.
ISBN 1729136516 ISBN-13 9781729136515

Solomon, R., (2018). *Social Media Marketing*. SAGE Publications Limited.
ISBN 1526423871 ISBN-13 9781526423870

Smith, P R., (2017). *Digital Marketing Excellence*. Routledge.
ISBN 1138191701 ISBN-13 9781138191709

Khan, F., (2017). *Digital Analytics for Marketing*.
ISBN 1138190683 ISBN-13 9781138190689

Kingsnorth, S., (2016). *Digital Marketing Strategy*. Kogan Page.
ISBN 074947470X ISBN-13 9780749474706

Programme Membership

GA_BSMEC_S06 201900 Certificate in Digitalisation for SMEs (Digital Media and Marketing)