

# Module Documentation



**MARK07011**

Digital Marketing

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# MARK07011

## Digital Marketing

|               |                   |             |                               |
|---------------|-------------------|-------------|-------------------------------|
| Short Title   | Digital Marketing |             |                               |
| Full Title    | Digital Marketing |             |                               |
| Attendance    | N/A               | Discipline  | 342 MARKETING & ADVERTISING   |
| Coordinator   | Celene Dunphy     | Department  | Business, Humanities and Tech |
| Official Code | MARK07011         | NFQ Level   | 07                            |
|               |                   | ECTS Credit | 05                            |

### 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.
5. use a publishing platform to build a web presence with integrated data collection and links to social media.

### Teaching and Learning Strategies

### Assessment Strategies

Assessments will be designed to encourage effective learning and measure progress towards the attainment of intended learning outcomes. In the continuous assessment, students will develop a plan for marketing a product or business online and use a publishing platform to build a web presence with integrated data collection and links to social media.

### Module Dependencies

### Prerequisite Modules

None

### Corequisite Modules

None

## Incompatible Modules

None

## Indicative Syllabus

### **Introduction to Digital Marketing**

How the internet has transformed marketing; current and future trends e.g. mobile marketing, cloud computing.

### **Developing an Online Strategy**

Integration of digital marketing into business and marketing strategy; different forms of online presence; setting objectives; integrating online and offline strategy; developing an online marketing plan; the online marketing mix.

### **Online User Behaviour**

Understanding online user behaviour; segmentation and targeting the online offer; setting goals for online interaction; building customer relationships.

### **Principles of Website Design**

Principles of website design; building brand identity; integration with social media; search engine optimisation; link building; web analytics.

### **E-mail marketing and Customer Database Management**

Building a customer database; designing e-mails, delivery and reporting.

### **Social Media Marketing**

Social media tools for blogging and networking; viral marketing; managing social media; community building.

### **Online Advertising and Promotion**

Display advertising - Pay Per Click (PPC), pop-up and banner advertising; affiliate marketing and online public relations; online sales promotions including mobile marketing promotions.

### **Practical Skills in Digital Marketing**

Accessing and manipulating images using digital camera and scanners.

Using free online social media tools for blogging and networking as part of marketing communications.

Using a publishing platform e.g. Wordpress to build a functioning web presence with integrated data collection/e-mail function and links to social media.

Search engine optimisation and registering a domain with search engines.

Using analytical, tracking tools to track customer behaviour and goal completion on a website.

Using online promotional tools to plan promotional campaigns e.g. Google Media Planner, Google Adwords.

#### CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment 40 %

End of Semester / Year Formal Examination 60 %

#### Coursework Assessment Breakdown

| Description | Outcome Assessed | % of Total | Assessment Week |
|-------------|------------------|------------|-----------------|
| Project     | 3,4,5            | 40         | OnGoing         |

#### End Exam Assessment Breakdown

| Description | Outcome Assessed | % of Total | Assessment Week |
|-------------|------------------|------------|-----------------|
| Final Exam  | 1,2,3            | 60         | End of Term     |

#### ACCS Mode Workload

| Type   | Location | Description | Hours | Frequency | Avg Wkly Wrkld |
|--|----------|-------------|-------|-----------|----------------|
| Total Average Weekly Learner Workload 0.00 Hours |          |             |       |           |                |

#### Open Learning Mode Workload

| Type   | Location | Description | Hours | Frequency | Avg Wkly Wrkld |
|--|----------|-------------|-------|-----------|----------------|
| Total Average Weekly Learner Workload 0.00 Hours |          |             |       |           |                |

#### Distance Learning Mode Workload

| Type   | Location | Description | Hours | Frequency | Avg Wkly Wrkld |
|--|----------|-------------|-------|-----------|----------------|
| Total Average Weekly Learner Workload 0.00 Hours |          |             |       |           |                |

#### Part Time Mode Workload

| Type | Location | Description | Hours | Frequency |
|------|----------|-------------|-------|-----------|
|------|----------|-------------|-------|-----------|

|  |                     |                           |       |           | Avg Wkly Wrkld |
|--|---------------------|---------------------------|-------|-----------|----------------|
| Total Average Weekly Learner Workload 0.00 Hours   |                     |                           |       |           |                |
| Full Time Mode Workload  |                     |                           |       |           |                |
| Type   | Location            | Description               | Hours | Frequency | Avg Wkly Wrkld |
| Lecture  | Flat Classroom      | Lectures                  | 2     | Weekly    | 2.00           |
| Practical  | Computer Laboratory | Learning Practical Skills | 1     | Weekly    | 1.00           |
| Total Average Weekly Learner Workload 3.00 Hours   |                     |                           |       |           |                |
| Online Learning Mode Workload  |                     |                           |       |           |                |
| Type   | Location            | Description               | Hours | Frequency | Avg Wkly Wrkld |
| Total Average Weekly Learner Workload 0.00 Hours   |                     |                           |       |           |                |
| Module Resources   |                     |                           |       |           |                |
| Module Book Resources  |                     |                           |       |           |                |
| <b>MAIN TEXT:</b>  |                     |                           |       |           |                |
| <p>Chaffey D., Ellis-Chadwick F., Mayer R., Johnston K., Internet Marketing Strategy, Implementation and Practice, 4th Edition, Prentice Hall, 2009.</p> <p>Chaffrey, Dave, (2012), <i>Digital Marketing: Strategy, Implementation and Practice</i>, (5th Edition) Harlow: Pearson Education</p> <p>Hemann, Chuck (2013), <i>Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World</i>, Indianapolis, Indiana, USA : Que</p> |                     |                           |       |           |                |
| <b>SUPPLEMENTARY READING:</b>  |                     |                           |       |           |                |

Parkin, G., Digital Marketing - Strategies for Online Success, New Holland Publishers, 2009.

Mc Govern, G., Killer Web Content, A&C Black Publishers, 2008.

Meerman Scott, D., The New Rules of Marketing and PR, John Wiley & Sons, 2010.

Holzner, S., Facebook Marketing: Leverage Social Media to Grow Your Business, Que Publishing, 2009.

Comm, J., Twitter power: How to Dominate your Market One Tweet at a Time, John Wiley & Sons,

#### Module Alternate Book Resources

None

#### Module Other Resources

None

#### Module URLs

None

#### Additional Information

None

#### Approval Information

School Approval by Nicola Griffin on 23-07-2013

Academic Council on 23-07-2013

#### Programme Membership

| Code         | Intake Year | Programme Title  |
|--------------|-------------|--|
| GA_BBUSC_B07 | 201200      | Bachelor of Business                                       |
| GA_KDMSC_H08 | 201200      | Bachelor of Science (Honours) in Digital Media and Society |
| GA_BBUSC_B07 | 201600      | Bachelor of Business in Business                           |
| GA_KDMSC_H08 | 201500      | Bachelor of Science (Honours) in Digital Media and Society |
| GA_BBUSI_B07 | 201500      | Bachelor of Business                                       |
| GA_BMASG_B07 | 201500      | Bachelor of Business in Marketing and Sales                |
| GA_BMASG_H08 | 201500      | Bachelor of Business (Honours) in Marketing and Sales      |

|              |        |  |
|--------------|--------|--|
| GA_BBUAC_H08 | 201500 | Bachelor of Business (Honours)                             |
| GA_BBUSC_B07 | 201500 | Bachelor of Business                                       |
| GA_KDIGI_H08 | 201600 | Bachelor of Science (Honours) in Digital Media and Society |