GMIT
INSTITIÚID TEICNEOLAÍOCHTA NA GAILLIMHE-MAIGH EO
GALWAY-MAYO INSTITUTE OF TECHNOLOGY

Galway International Hotel School

MODULE DOCUMENTATION

Digital Media Technologies

INFO07022

Elective

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INFO07022
Digital Media Technologies

Full Title	Digital Media Technologies		
Status	Uploaded to Banner	**Start Term**	2015
NFQ Level	07	**ECTS Credits**	05
Module Code	INFO07022	**Duration**	Semester - (13 Weeks)
Grading Mode		**Department**	Service Industries
Module Author	Deirdre Fahy		

Module Description

This module introduces students to a variety of online technologies (such as web design, blogging, microblogging, social media, personal branding...) and equips them to utilise these technologies to successfully promote their businesses and track and measure the effectiveness of their digital marketing activities.

	Learning Outcomes ***On completion of this module the learner will/should be able to:***
1.	Critically evaluate and discern between the latest social media tools and technologies
2.	Build a professional personal profile online
3.	Acquire the technical skills to transition marketing efforts to a digital landscape
4.	Create professional websites and blogs that engage users
5.	Use a variety of tools to measure and evaluate the online presence of a business

Indicative Syllabus

Business writing fundamentals

- Writing for the web
- Writing an email that prompts response/action
- Writing effective blog posts
- Editorial guidelines

Intellectual property

- Copyright law
- Copyright infringement
- Using other people's work

Email marketing

- Planning an effective email marketing campaign
- Building an email list
- Becoming an appreciated email sender
- Making your email content valuable

Designing websites and blogs

- Understanding how people browse the web and mobile devices
- Blogging for your business
- Creating an engaging, blog based website
- Combining posts and pages for optimum effect

Personal branding

- Keys to building an online identity
- Managing the way you are perceived online

Marketing through social media

- Using the most current tools (eg. Facebook, Twitter, YouTube, WordPress, Instagram, Pinterest...) - or future technologies which supercede those cited here - to promote a business online
- Growing an online audience through social media
- Increasing traffic to your social media channels
- Viral marketing; crafting shareable content
- Building an online community
- Managing multiple social media efficiently through portals

Web analytics

- Analytics terminology
- Search engine optimisation (SEO) vs Search engine marketing (SEM)
- Tracking your social media efforts and measuring their success

Teaching and Learning Strategy

All teaching and learning will take place in practical computer lab sessions, workshop-based in style, with the student's practical experience of technologies paramount. Some theory will be delivered lecture-style, but will be reinforced by practical tasks.

Assessment Strategy

All assessment will be practical in nature, and assignment-based, rather than in-class assessment, to allow time and space for students to integrate with the tools and technologies they are dealing with. A blend of research projects and practical portfolio work will demonstrate the student's consolidation of their learning. Assignments will be designed in a way that allows students to replicate the skills they've learned when working in industry.

Repeat Assessment Strategies

Repeat assessment will be through a portfolio of project work carried out over the summer, with a late August submission date. Where a student has not engaged with practical sessions throughout the module, it is at the discretion of the lecturer to include a vive voce in a repeat assessment, to ascertain the authenticy of the individual's work.

Indicative Coursework and Continuous Assessment:		**100 %**		
Form	***Title***	***Percent***	***Week (Indicative)***	***Learning Outcomes***
Assignment	Assignment work, practical exercises and group work.	100 %	OnGoing	1,2,3,4,5

Full Time Delivery Mode Average Weekly Workload:			**3.00 Hours**		
Type	***Description***	***Location***	***Hours***	***Frequency***	***Weekly Avg***
Practical	Practical	Computer Laboratory	3	Weekly	3.00

Literary Resources

Managing & Marketing your website by Jim Hutchinson (Oak Tree Press)

Public Relations on the Net: Winning Strategies to Inform and Influence the Media, the investiment community, the Government, the Public and More! (Paperback) by Shel Holtz BN-10: 0814479871

New PR Tool Kit Strategies for Successful Media Relations Deirdre Breakenridge, Thomas J. DeLoughry Publisher: Financial Times Press

Online Public Relations (PR in Practice) by David Philips ISBN-10: 0749435100

(For all required & recommended reading the most recently published textbook will apply)

Online Resources

A useful database of regularly updated training videos in a wide variety of technologies:

http://www.lynda.com

Other Resources
None

Additional Information
This module has no prerequisites.

Programme Membership
GA_BCREG_S07 201500 Certificate in Creative Enterprise GA_HITMG_H08 201900 Bachelor of Business (Honours) in International Tourism Management GA_HITMG_B07 201900 Bachelor of Business in International Tourism Management GA_OEVEG_B07 201900 Bachelor of Business in Event Management with Public Relations GA_OEVAG_H08 202000 Bachelor of Business (Honours) in Event Management with Public Relations