

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	E-MARKETING		
<b>MODULE CODE</b>	CO4609 (L7)	<b>CREDIT VALUE</b>	20 UK CREDITS / 10 ECTS
<b>SCHOOL</b>	SCHOOL OF SCIENCES		

### MODULE AIMS

The aim of this module is to provide learners with the skills and knowledge to understand online marketing concepts and techniques together with key factors in implementation, measurement and evaluation of successful campaigns. It aims to provide students with

- Confidence and ability to discuss the use of Communication/Web Technologies in Marketing
- A sound understanding of both theory and practice of online marketing (referred to as e-marketing)
- An ability to make e-marketing decisions using case study material;
- An appreciation of the practical issues concerned with e-marketing

### MODULE CONTENT

**Indicative syllabus content:**

The module will consider a range of environmental factors both internal and external (e.g. Legal) that shape and influence the e-marketing process. Various e-business models will be explored. In addition, similarities and differences covering the mix elements in traditional and e-marketing will be addressed along with issues such as relationship marketing, permission marketing and consumer concerns around privacy, trust and security. It will place digital marketing in perspective and define a range of e-marketing strategies.

The module will also explore a number of topics including the application of digital tools and technologies including but not limited to

- Search Engine Marketing
- Mobile Marketing
- SEO and PPC
- Email Marketing
- Affiliate Marketing
- Social Media, Online PR and Reputation Management
- Online Advertising
- Analytics

### INTENDED LEARNING OUTCOMES

**On successful completion of this module a student will be able to:**

1. Critically appraise different planning approaches and marketing environmental factors that influence online marketing activity
2. Critically analyse, interpret and evaluate the way in which the Internet has changed the marketing mix elements and how they may be employed creatively in digital environment
3. Critically discuss the essential elements of digital campaigns and the link between each technique
4. Develop original and creative responses to marketing problems and issues for a case study organisation

### TEACHING METHODS

The module tutor will deliver live online lectures through MS Teams During the live lectures the participating students will have the opportunity to engage in discussions, present their views and ask questions. The lecture sessions will be recorded and made available to the students through Blackboard. Students who cannot participate in a live lecture will have the opportunity to answer and reflect on guided questions in the subsequent live lectures or participate asynchronously on discussion boards.

The module tutor will provide appropriate feedback to students' comments, as a result of the discussions. Feedback will primarily provided asynchronously through Blackboard, but when the need arises, the module tutor will schedule live sessions to provide further feedback. Where appropriate, students will be also

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provided with relevant further reading, web links and resources for independent study. Speakers from leading organizations will be invited, where possible, to deliver invited talks and enhance the students' experience.

Online workshops will also be delivered live through MS Teams. During the workshops students will be discussing relevant case studies, related to the theoretical knowledge gained from lectures.

Moreover, students will go through processes, tools and technologies related to digital marketing (e.g. Social Media Business Profile Development and Management, Social Media Ads, Google Ads, Google Trends, Online Marketing Campaign Development, Keyword Planning, Meta-tags, Google Analytics and Blog Design and Development) through which they will be able to apply their theoretical knowledge. Students will be provided with different tasks through Blackboard and they will be expected to complete the tasks. If students have difficulties with a particular task, they are expected to contact the module tutor or post a question on the discussion forum, where the module tutor and/or their peers can provide feedback. Different means of communication will be utilised by the tutor to offer support to the students based on the reported issue, i.e. email, Skype, MS Teams etc.

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## **ASSESSMENT METHODS**

This module is assessed through one Individual Marketing Report and one Exam.