MODULE **DESCRIPTOR**

MODULE TITLE	Electronic Marketing		
MODULE CODE	MK3034 (L6)	**CREDIT VALUE**	20 CREDITS/ 10 ECTS
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE **AIMS**

The module aims to provide students with

- A sound understanding of both theory and practice of Digital marketing
- Confidence and ability to discuss the use of the Internet and other Information and Communication Technologies in Marketing
- An ability to make marketing decisions using case study material;
- An appreciation of the practical issues concerned with Digital marketing

MODULE **CONTENT**

INDICATIVE CONTENT:

This area of study is extremely dynamic at present. The following syllabus typifies issues and concepts for study and development within this module but is not exhaustive:

- Key elements of Digital Marketing
- Internet usage and site design considerations
- Internet User Characteristics and Behaviour – Consumer Personas
- On-line marketing research
- Business-to-business Digital Marketing
- Business-to-consumer Digital Marketing
- The Digital Marketing mix
- E-CRM
- Ethical, Legal and Societal Issues of Digital Marketing

INTENDED **LEARNING OUTCOMES**

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

1.	Apply marketing concepts, theories and frameworks to the use of Internet and other digital tools and technologies in marketing
2.	Analyse Information and Communication Technologies and their application in marketing
3.	Identify the critical factors underlying the success of Digital Marketing, including implementation, monitoring and control
4.	Develop a Digital marketing plan for a case study organisation

TEACHING METHODS

A combination of teaching approaches will aid effective learning. Lectures and workshops will include a discussion of electronic marketing theory coupled with wide-ranging practical examples of both successful and unsuccessful application of electronic marketing. Seminars will make use of written and video case material, student-presented topics and reviews of business media (primarily journals, press and TV). Students will also participate in workshop sessions to examine and assess real-world examples using the Internet and other ICTs to gain an appreciation into the practical elements of electronic marketing. Some lectures and seminar activities will be delivered online.

The module starts with a discussion about how information and communication technologies have changed the face of marketing. Students are then introduced to different digital marketing strategies and they are discussed. A guest speaker from a local company is invited to present

the marketing strategy of the organisation. Students are encouraged to ask questions in order to develop a full Digital Marketing plan for the organisation. The following weeks centre on the impact of ICT on the marketing mix and present options for personalisation and customisation. The impact of social media is also discussed. Finally return on investment, monitoring and control are covered together with legal and ethical issues. Group presentations will discuss one aspect of Digital Marketing.

ASSESSMENT METHODS

This module is assessed through an Individual digital marketing report (70%) and a Group Presentation with speaker notes (30%).