

## MODULE DESCRIPTOR

MODULE TITLE	Digital Marketing		
MODULE CODE	MK4023(L7)	CREDIT VALUE	10 ECTS
SCHOOL	SCHOOL OF SCIENCE		

### MODULE AIMS

The aim of this module is to provide learners with the skills and knowledge to understand digital 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 Digital Technologies in Marketing
  - A sound understanding of both theory and practice of digital marketing
  - An ability to make digital marketing decisions using case study material;
- An appreciation of the practical issues concerned with digital marketing

### MODULE CONTENT

The module will consider a range of environmental factors both internal and external (e.g. Legal) that shape and influence the digital marketing process. Various e-business models will be explored. In addition, similarities and differences covering the mix elements in traditional and digital 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 digital 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. Demonstrate a critical understanding of 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

Students are introduced to digital marketing planning through the use of mini-lectures, guest speakers, video resources, commercial whitepapers, case studies and inspection of websites.

During the one hour computer based workshops a combination of teaching approaches will aid effective learning. Mini-lectures and workshop activities will include a discussion of digital marketing theory coupled with wide-ranging practical examples of both successful and unsuccessful application of digital marketing.

Workshops will also make use of 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 marketing environmental factors and how digital technologies and social media have changed the face of marketing. Students are then introduced to different digital-business models and different digital-marketing strategies 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 digital technologies on the marketing mix and present options for personalisation and customisation.

The impact of social media, mobile marketing and other new technologies are 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 in relation to a case study organisation.

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## **ASSESSMENT METHODS**

This module is assessed through an Individual marketing report (70%) and a group web presentation (30%).