Digital Marketing & Media Project

Lecturer Name: **Damien Kelly**

Moodle Code: **DMMP601**

Course Code: **DMMP601**

Allocation of Marks					
	Peer Evaluation	**Research Report**	**Written Strategy Report**	**Final Presentation**	**Total**
Percentage Contribution	10%	20%	20%	50%	**100%**
ECTS Value	5 Credits				

*Details of all aspects of assessments will be provided by your lecturer in-class.

Aims and Objectives

This module is designed to form an essential element which facilitates learners in consolidating the key strands of the Digital Marketing & Media programme in an integrative project.

Learning Outcomes

On successful completion of this module learners will be able to:
1: Recognise and apply the cross disciplinary relevance of learning achieved in the other Digital Marketing and Digital Media Programme modules
2: Translate the academic theory underpinning Digital Marketing and Digital Media into an applied nature by creating a realistic industry standard digital communications campaign
3: Communicate a proposal for a realistic industry standard event that illustrates an effective digital marketing campaign and implementation of appropriate digital media strategies.
4: Explain how selected digital marketing and digital media strategies should and can be applied togther effectively in an industry setting.

Module Content

Session Plan	
Session	**Indicative Content**
Week 1	Course introduction Launch project Group formation

Week 2	Company selection
	Delegate roles project tasks to be completed
	Secondary research
Week 3	Secondary research
Week 4	Primary research
Week 5	Goals and objectives
Week 6	Targeting and positioning
Week 7	Marketing / media channels and tactics
Week 8	Action plan and content publishing timeline
Week 9	Measurement Plan Strategy and implementation
Week 10	Final review

Module Teaching and Learning Strategy

This module is delivered (F/T) onsite in face-to-face mode.
Classes meet once per week for 1.5 hours
Classes are a mixture of traditional lecture style delivery, individual and group work and interactive/contributory activities and shared between two lectures. As the course progresses the lectures become more workshop based with students working independently and supported with lecturer formative feedback.
The classroom experience is supported by a) ISB Moodle a VLE that contains digital resources for self-directed and group learning and b) the opportunity to attend ISB extracurricular activities.

Both formative and summative assessment is used in this module. The formative element will consist of a series of individual and group tasks aimed at making concrete key elements of the teaching programme. These will include in-class individual/group projects and student responses to taught materials. Immediate feedback is provided, and students benefit from lecturer comments and the examples of fellow classmates.

Formative assessment takes place in the tutorials in the form of critique and feedback given to groups presenting and justifying aspects of their work in progress and a formal submission of the groups project concept (0%) to faculty and peers.

In common with other group assignments throughout the programme, team exercises in this module will always involve a mix of nationalities, reinforcing the programme objective of giving learners the experience of working collaboratively in multicultural business environments.

Feedback for individual and group exercises is provided immediately.

Reading Lists and Other Resources

Knight, W., 2015. Think Digital First. Filament Publishing.

Ryan, J., 2010. A History of the Internet and the Digital Future. Reaktion Books.

Dennis, E.E. and Merrill, J.C., 2006. Media debates: Great issues for the digital age.

Creeber, G. and Martin, R., 2008. Digital culture: Understanding new media: Understanding new media. McGraw-Hill Education (UK).

Chiera, M. 2018. Digital Marketers Sound Off: Tips, Tactics, Tools and Predictions. Great Britain: Amazon.

Ryan, M.L., Emerson, L. and Robertson, B.J. eds., 2014. The Johns Hopkins guide to digital media. JHU Press.

Miller, D., 2017. Building a storybrand: clarify your message so customers will listen. HarperCollins Leadership.