

Digital Marketing

Lecturer Name: Keava Mc Hugh

Moodle Code: DMK601

Course Code: DMK601

Allocation of Marks				
	Student Participation	Project Presentation	Final Exam	Total
Percentage Contribution	10%	45%	45%	100%
ECTS Value	5 Credits			

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

Aims and Objectives

The aim of this module is to give international learners the knowledge and understanding of the role and function of digital marketing and the tools to plan, implement, analyse and evaluate a digital marketing campaign.

Learning Outcomes

<i>On successful completion of this module learners should be able to:</i>
DMK MLO 1: Describe the Irish Digital Marketing landscape and its future trends.
DMK MLO 2: Identify the theories, roles and functions of the main digital channels and social media.
DMK MLO 3: Recognise the importance and features of digital marketing in the context of the wider marketing communications function.
DMK MLO 4: Discuss the relationship between digital marketing and consumer trends in behaviour & media usage.
DMK MLO 5: Explain how the main theories, concepts, techniques and applications of digital marketing can be effectively developed to plan and implement a digital marketing strategy in the Irish market.

Module Content

Indicative Content
Session 1. An overview of digital marketing in Ireland as part of the wider marketing function. Future trends and their impact on marketing tactics. Understanding the concept of 'online', 'offline' communication tools.
Session 2. Digital Marketing campaign planning. Aligning business objectives, strategy and tactical solutions. Choosing the most effective channels. Creating an integrated digital marketing plan, costing and resourcing.
Session 3. Consumer behaviour , trends, media usage and media consumption. Target audience research and persona development.

Session 4. Social Media. Social media marketing, overview of Facebook, Twitter, LinkedIn, Youtube, Snapchat and other emerging social media. Building brand awareness and increasing website traffic.
Session 5. Mobile Marketing. Overview of smartphones, tablets and mobile devices. Mobile consumer behaviour. Mobile channels, performance and measurement. Integrated case study.
Session 6. Search Engine Optimisation. Search engine ranking criteria, keyword research, onpage and offpage optimisation, creating back links.
Session 7. Pay Per Click. Planning, creating and implementing adwords campaigns. Measuring and iteration.
Session 8. Website Analytics. Google analytics, definitions and account set-up. Tracking offline and online campaign activity. Customer navigation and KPI's.
Session 9. Email Marketing. Developing email strategy and how it fits with other digital marketing tools. Database strategy and data protection. Email design, content, email delivery and reporting.
Sessions 10. Course Review and Exam Preparation. Syllabus overview, case studies reviewed, exam techniques and study methods.

Module Teaching and Learning Strategy

This module is delivered (F/T) onsite in face-to-face mode.

Classes meet twice per week for 3 hours based on 2 x 1.5-hour sessions

Classes are a mixture of traditional lecture style delivery, individual and group work and interactive/contributory activities.

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.

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.