

H8DMPMM: Project Management and Measurement for Digital Marketing

Module Code:	H8DMPMM
Long Title	Project Management and Measurement for Digital Marketing APPROVED
Title	Project Management and Measurement for Digital Marketing
Module Level:	LEVEL 8
EQF Level:	6
EHEA Level:	First Cycle
Credits:	5
Module Coordinator:	
Module Author:	DAVE CORMACK
Departments:	
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Display in-depth knowledge of digital project management, the process, the stakeholders involved and relationship management required.
LO2	Learners will have experience using and be skilled in the use of an online project management tool.
LO3	Develop advanced skills in the measurement of activity across a variety of digital platforms, including the use of social media monitoring software.
LO4	Demonstrate advanced skills in the review and analysis of metrics, and understand their embeddedness in the rapidly evolving digital environment.
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	

H8DMPMM: Project Management and Measurement for Digital Marketing

Module Content & Assessment			
Indicative Content			
Digital Marketing Project Management • Structured approaches to web project management • Why projects fail -> risk & governance • Devising a project plan o Project scoping and requirements gathering o Budgeting o Testing • Applying the theory to real life – wireframes, content, design, build • Online collaborative tools • Discussion of learning from hands-on exercise • Closing the project			
Measurement in the Evolving Online Environment • Understanding measurement & analysis online o How does measurement work? o Structured approaches to measurement o Industry Averages o Key measurement tools • Quantitative: business intelligence through site analytics o Key Performance Indicators: what are we measuring? o Understanding & Interpreting o Industry Averages o Key measurement tools • Website Metrics o Understanding & Interpreting o Industry Averages o Key measurement tools and techniques • Google Adwords o Understanding & Interpreting o Industry Averages • Permission based marketing: email and social o Key Performance Indicators: what are we measuring? o Understanding & Interpreting o Industry Averages • Social Media Monitoring • Tools • Features • Integration			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Practical (0260)	% of total:	50
Assessment Date:	n/a	Outcome addressed:	1,2,3,4
Non-Marked:	No		
Assessment Description: There will be an in-class simulation where participants will be asked to put themselves into teams for managing a digital project. They will be presented with scenarios and will have to manage the project using project management software to completion. There will be in-class discussions of actual results achieved on campaigns and for a variety of websites			
Assessment Type:	Project	% of total:	25
Assessment Date:	n/a	Outcome addressed:	3,4
Non-Marked:	No		
Assessment Description: Learners will be tasked with reflecting on measurement in the evolving online environment. Learners will create a blog and maintain it, posting material and insights relevant to online metrics. Essential to this project is interaction and discussion between learners using the online platform of blogs			
Assessment Type:	Project	% of total:	25
Assessment Date:	n/a	Outcome addressed:	1,3,4
Non-Marked:	No		
Assessment Description: 25% of marks will be allocated to the overall individual assessment			
No End of Module Assessment			
No Workplace Assessment			

H8DMPMM: Project Management and Measurement for Digital Marketing

Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Part Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	3	Every Week	3.00
Seminars	No Description	6	Once per semester	0.50
Assignment	No Description	33	Once per semester	2.75
Independent Learning Time	No Description	50	Once per semester	4.17
Total Weekly Contact Hours				3.50

Module Resources	
<i>Recommended Book Resources</i>	
<p>Kaushik Avinash. (2007), <i>Web Analytics: An Hour A Day</i>, Wiley Publishing.</p> <p>Mantel, S. <i>Project Management in Practice</i>, Wiley.</p>	
<i>Supplementary Book Resources</i>	
<p>Pinto, J.K.,. <i>Project Management, International</i>. Prentice Hall.</p> <p>Paine, K. D. (2011), <i>Measure What Matters: Online Tools For Understanding Customers, Social Media, Engagement, and Key Relationships</i>, Wiley.</p>	
<i>This module does not have any article/paper resources</i>	
<i>Other Resources</i>	
<p>[Website], http://www.kaushik.net/avinash/.</p> <p>[Website], http://blogs.pmi.org/blog/.</p> <p>[Website], http://www.radian6.com/platform-blog/.</p> <p>[Website], http://analytics.blogspot.com/.</p> <p>[Website], http://olearyanalytics.com/blog/.</p>	
Discussion Note:	