

## H9DMP: Digital Marketing Practice

Module Code:	H9DMP
Long Title	Digital Marketing Practice <b>APPROVED</b>
Title	Digital Marketing Practice
Module Level:	LEVEL 9
EQF Level:	7
EHEA Level:	Second Cycle
Credits:	5
Module Coordinator:	Louise (F) Maguire
Module Author:	Andrea Del Campo Dugova
Departments:	School of Business
Specifications of the qualifications and experience required of staff	
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner will be able to:</i>	
<b>#</b>	<b>Learning Outcome Description</b>
LO1	Devise digital marketing strategies for a range of business types
LO2	Research target customer personas in the digital context with a view to creating useful customer insights.
LO3	Acquire key skills of using digital marketing tools and applications including paid and organic media channels
LO4	Create a digital marketing plan for a business of their choice
LO5	Use analytics to create measurement frameworks to assess the impact of digital marketing and track ROI
LO6	Understand the impact and influence that digital channels have across the customer journey
<b>Dependencies</b>	
<b>Module Recommendations</b>	
No recommendations listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Entry requirements</b>	

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Module Content & Assessment			
<b>Indicative Content</b>			
<b>Digital Marketing Landscape</b> • Introduction & Overview of Course • State of the Net • Digital Marketing Landscape • Understanding the Digital Context • Core Components of Digital Marketing Programmes • Overview of Digital Marketing Channels o Search Advertising o Display and Rich Media o Organic Search o Longform and Native Content Marketing o Database & Email Marketing o Social Media Channels			
<b>Digital Strategy</b> Digital Strategy • Digital Strategy and Planning Frameworks • Components of Digital Strategy • Analyse Sample Digital Marketing Plans • Defining target Markets and creating digital personas • Developing a tactical digital marketing plan • Defining and Aligning Digital and Marketing KPIs • Managing Digital Marketing Budgets			
<b>Search Engine Advertising</b> • Understanding Search Networks • Overview of Adwords Auction Process • Keyword Research • Using the Google Adwords Interface • Optimising Google Adwords Account • PPC Analytics • Creating Search Campaigns			
<b>Display &amp; video Advertisement</b> • Understanding Display Advertising Ecosystem • Architecting Display Campaigns • Planning and Targeting Display Campaigns • Leveraging the Google Display Network • Developing Remarketing Campaigns			
<b>Search Engine Optimisation &amp; Web Content Strategies</b> • Mapping SEO strategies with content strategies • Content Optimisation to drive SEO rankings • Targeting longtail traffic • Key Search Engine Factors • Overview of SEO Tools • Optimising Online User Experience • Developing Longform Blogging Strategies			
<b>Social Media &amp; Content Marketing</b> Social Media & Content Marketing • Creating a coherent social media strategy • Choosing and implementing Social Media Tactical Solutions for your personas • Using Paid Social Media Solutions • Leveraging Email Marketing			
<b>Digital Measurement</b> • Creating digital marketing measurement framework • Identifying key metrics and key performance indicators • Deliver Group Presentation of a Digital Strategy for the chosen Business detailing situation analysis, key objectives, target market, details of digital channels chosen, content strategy, measurement criteria and budget.			
<b>Assessment Breakdown</b>			<b>%</b>
Coursework			100.00%
<b>Assessments</b>			
Full Time			
<b>Coursework</b>			
<b>Assessment Type:</b>	Project	<b>% of total:</b>	75
<b>Assessment Date:</b>	n/a	<b>Outcome addressed:</b>	1,2,3,4,5,6
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> Each individual will create a digital strategy and plan for a business of their choice. They will perform a digital audit on the business they are choosing and develop a clear competitor analysis. Students will outline what the main tangible business objectives and digital goals are, and the KPIs that will be used to measure the campaigns success. As part of this exercise the student will layout who their target market is (personas) and identify all the channels and tools that they will use to target this audience and map at the channel level to stated goals. Students will develop a digital marketing tactical solution using a range of marketing channels used to promote the business. A measurement framework should accompany the report along with a proposed budget.			
<b>Assessment Type:</b>	Group Presentation	<b>% of total:</b>	25
<b>Assessment Date:</b>	n/a	<b>Outcome addressed:</b>	4,5,6
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> Students will be broken into groups (approx. 5 pers.) to prepare and deliver a presentation for either one of two topics. First topic: conceive of a digitally based campaign for a business or organisation of your choice. It can be for profit, not for profit, political or NGO, SAAS based, service based, product focused, or a general communications initiative etc. – discretion is completely left to the group themselves. Key to the presentation is to give an overview of the context of the proposed campaign, target audience, core business goal of the communications initiative, key idea to engage with the audience and a high level outline of concepts to drive online interaction. Be novel and creative with your ideas. Each presentation will be a maximum of 10 minutes. Each Person must present in the group. Secondly, the group can deliver a presentation that introduces an actual digital business or campaign. It could be an app, SAAS business, a piece of technology, a company, a previously executed digital campaign, or a product/service in the digital space. Something interesting and noteworthy. Discretion is left up to the group. There should be something novel in the choice for the chosen topic. The goal of the presentation is for each group to inform and enlighten the audience about the specific topical area in an engaging way. The presentation can include the following (but not necessarily limited to): topical context and background, identify the opportunity, highlight the key and noteworthy aspects or features of the chosen topic, articulate the impact the chosen topic had or is having, anticipate next steps and/or potential risks to success. Deliver the presentation in an engaging way. Each presentation will be a maximum of 10 minutes. Each person must present in the group. Key to the presentation will be uniqueness of topical area, clarity and quality of message, impact and engagement, structure of and coherence of presentation, delivery style and highlighting key takeaways.			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
<b>Coursework Only</b> <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>			
<b>Reassessment Description</b> The module must be passed. All elements must be attempted. Where a student fails to achieve an overall average of 40% across both assessment elements, they will be offered the opportunity to re-submit coursework.			

## H9DMP: Digital Marketing Practice

Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	Classroom and demonstrations	30	Per Semester	2.50
Independent Learning	Independent Learning	95	Per Semester	7.92
Total Weekly Contact Hours				2.50

Module Resources	
Recommended Book Resources	
Chaffey D & Ellis-Chadwick F., (2022), Digital Marketing: Strategy, Implementation and Practice', 8th Ed. Pearson Education.	
This module does not have any article/paper resources	
Other Resources	
<p>[Website], Digital Marketing,  <a href="http://www.smartinsights.com">www.smartinsights.com</a> <a href="http://www.hubspot.com">www.hubspot.com</a> <a href="http://econsultancy.com/">http://econsultancy.com/</a> <a href="http://www.adage.com">www.adage.com</a> <a href="http://www.emarketer.com">www.emarketer.com</a> <a href="http://www.digiday.com">www.digiday.com</a> <a href="http://www.adage.com">www.adage.com</a>  <a href="https://www.digitaldoughnut.com/articles">https://www.digitaldoughnut.com/articles</a> <a href="http://www.brandrepublic.com">www.brandrepublic.com</a> <a href="http://www.techcrunch.com">www.techcrunch.com</a> <a href="http://econsultancy.com/">http://econsultancy.com/</a> <a href="http://www.iab.com/">http://www.iab.com/</a></p> <p>[Website], Digital marketing,  <a href="https://www.blog.marketo.com">www.blog.marketo.com</a> <a href="https://blogs.adobe.com/digitalmarketing/">https://blogs.adobe.com/digitalmarketing/</a> <a href="http://www.mckinsey.com/featured-insights">http://www.mckinsey.com/featured-insights</a> <a href="https://www.salesforce.com/blog/category/marketing/">https://www.salesforce.com/blog/category/marketing/</a> <a href="http://www.smartinsights.com">www.smartinsights.com</a> <a href="http://www.emarketer.com">www.emarketer.com</a> <a href="http://www.mckinsey.com/insights">http://www.mckinsey.com/insights</a> <a href="https://blog.adobe.com/en/topics/digital-transformation">https://blog.adobe.com/en/topics/digital-transformation</a>  <a href="http://www.adweek.com">www.adweek.com</a></p> <p>[Website], Social media,  <a href="https://blog.hubspot.com/marketing/social-media-marketing-resources">https://blog.hubspot.com/marketing/social-media-marketing-resources</a> <a href="http://www.socialmediatoday.com">www.socialmediatoday.com</a> <a href="https://www.socialbakers.com/blog">https://www.socialbakers.com/blog</a>  <a href="http://www.socialmediaexaminer.com/">www.socialmediaexaminer.com/</a> <a href="https://buffer.com/library/category/social-media-marketing/">https://buffer.com/library/category/social-media-marketing/</a></p> <p>[Website], Search Engine Optimisation,  <a href="http://www.moz.com/blog">http://www.moz.com/blog</a> <a href="http://searchengineland.com/">searchengineland.com/</a> <a href="http://searchenginewatch.com/">searchenginewatch.com/</a> <a href="http://www.seroundtable.com/">www.seroundtable.com/</a> <a href="http://www.toprank.blog.com">www.toprank.blog.com</a> <a href="http://www.searchenginejournal.com/">www.searchenginejournal.com/</a>  <a href="http://www.seobook.com">www.seobook.com</a></p> <p>[Website], Pay Per Click,  <a href="http://www.wordstream.com">www.wordstream.com</a> <a href="http://www.ppchero.com">www.ppchero.com</a> <a href="http://support.google.com/adwords">http://support.google.com/adwords</a> <a href="http://adwords.blogspot.com/">http://adwords.blogspot.com/</a> <a href="http://searchenginewatch.com/ppc">http://searchenginewatch.com/ppc</a></p> <p>[Website], Keyword Research,  <a href="http://www.answerthepublic.com">www.answerthepublic.com</a> <a href="https://trends.google.com/trends/">Google Keyword planner https://trends.google.com/trends/</a> <a href="http://www.keywordtool.io">www.keywordtool.io</a> <a href="https://www.wordstream.com/keywords">https://www.wordstream.com/keywords</a>  <a href="https://moz.com/explorer">https://moz.com/explorer</a> <a href="http://www.semrush.com">www.semrush.com</a> <a href="http://www.similarweb.com">www.similarweb.com</a></p>	
Discussion Note:	