

H6ET: Emerging Technologies for Business

Module Code:	H6ET	
Long Title	Emerging Technologies for Business APPROVED	
Title	Emerging Technologies for Business	
Module Level:	LEVEL 6	
EQF Level:	5	
EHEA Level:	Short Cycle	
Credits:	10	
Module Coordinator:	MICHAEL BANE	
Module Author:	MICHAEL BANE	
Departments:	School of Business	
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	Demonstrate a fundamental understanding of the transient nature of emergent technologies and an appreciation for significant advancements in recent years.	
LO2	Illustrate an understanding of the differing digital tools and platforms and know their role in marketing practice today.	
LO3	Demonstrate a fundamental understanding of graphics, digital media and multimedia and its application in the current landscape of marketing practice.	
LO4	Identify and discuss the importance of publishing, word processing and database technologies, and have sensitivity to new developments.	
LO5	Demonstrate a capacity to build strategy for integration of new and emergent technology in business planning – to innovate, automate and simplify.	
Dependencies		
Module Recommendations		
69741	H6ET	Emerging Technologies for Business
Co-requisite Modules		
No Co-requisite modules listed		
Entry requirements		

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Module Content & Assessment			
Indicative Content			
Introduction to Emergent Technologies • What do we mean by emergent technology? • Exploring our digital planet • Innovation in 20th and 21st centuries. • Tracking future trends in marketing technology.			
Hardware & Software for Business Technology • Hardware basics: Inside the box • Hardware basics: Peripherals • Software basics: The Ghost in the Machine • Software basics: Software commonly used in Marketing today			
Productivity & Applications • The revolution of publishing and word-processing. • Future developments in word processing and digital processing. • Productivity applications and digital tools/platforms for marketing.			
Graphics, Digital Media & Multimedia • Advancements in software. • Examine various digital tools for Graphics, Digital Media & Multimedia, widely used in Marketing Practice • Present and future applications for multimedia technology.			
Database Applications & Privacy • Understanding the database. • Problems & opportunities for database marketing. • Present and future applications for multimedia technology. • Understanding database operations. • How databases threaten our privacy.			
Exploring Emerging Technologies • Exploring new technologies such as Augmented Reality, 3D Printing, Virtual Reality, Cloud Computing, Wearable Technologies, and Internet of Things (Note this is an indicative list and will change as we move forward, and new technologies emerge) • Discuss the advantages and disadvantages that these new technologies bring to society. • Future developments in Emerging Technologies and its potential impact on Marketing.			
Assessment Breakdown	%		
Coursework	100.00%		
Assessments			
Full Time			
Coursework			
Assessment Type:	Ass1	% of total:	100
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5
Non-Marked:	No		
Assessment Description: Students should work in teams to research an emerging technology, then groups will create an online blog where they will publish numerous blog posts about their chosen emerging technology, using digital tools they will create digital posters/graphics/media to be used in their blog, then using digital marketing tools they will promote their blogs and try to drive traffic to their website, then students will use digital tools to measure website metrics to examine website traffic to their blog. Finally, students will prepare a final document which includes a copy of all blog posts, and a group analysis/evaluation of the blog based on the metrics that they have captured.			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
Coursework Only <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>			
Reassessment Description Learners are required to achieve an overall grade of 40% in the module. If a student fails to meet a particular discrete learning outcome, they will be required to repeat the assessment component which contains that particular learning outcome. This module is reassessed solely based on re-submitted coursework. There is no repeat written examination.			

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Classroom and demonstrations	36	Per Semester	3.00
Tutorial	Mentoring and small-group tutoring	12	Per Semester	1.00
Independent Learning	Independent learning	202	Per Semester	16.83
Total Weekly Contact Hours				4.00

Module Resources

Recommended Book Resources

Kotler, P., Kartajaya, H. and Setiawan, I.. (2021), Marketing 5.0 technology for humanity, Hoboken, NJ: Wiley..

Supplementary Book Resources

Pink, S.. (2022), Emerging Technologies / Life at the Edge of the Future., Taylor & Francis.

Bains, S.. (2019), Explaining the Future., Oxford University Press..

Pantano, E., Bassano, C. and Constantinos-Vasilios Priporas. (2019), Technology and innovation for marketing., London New York Routledge.

Anderson, J.M.. (2021), Digital Transformation using Emerging Technologies: a cxo's guide to transform your Organisation, Independently Published..

(2022), Comprehensive Technological Research, The New Digital Revolution For Beginners. Comprehensive Technological Research..

Hemann, C., Burbary, K. and Owyang, J.. (2021), Digital Marketing Analytics Making Sense of consumer data in a Digital World., Pearson Education, Inc..

Selected academic articles should be distributed by the Lecturer via Moodle or WARC on the NCI library portal (or relevant repository)..

This module does not have any article/paper resources

This module does not have any other resources

Discussion Note: