

**MRKT B8029: Digital Marketing Theory and Practice**

Module Details	
Module Code:	MRKT B8029
Full Title:	Digital Marketing Theory and Practice <b>APPROVED</b>
Valid From::	Semester 1 - 2019/20 ( June 2019 )
Language of Instruction:	
Duration:	1 Semester
Credits::	5
Module Owner::	Patrick McArdle
Departments:	Unknown
Module Description:	no description provided

Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	Module Learning Outcome Description
MLO1	Evaluate the marketing opportunities provided by a variety of internet based communication tools such as email, social media and viral, mobile and location based marketing.
MLO2	Advise on the integrated nature of digital marketing concepts and the characteristics and behaviour of digital target markets.
MLO3	Explain the range of alternatives that are available for traffic building.
MLO4	Design and develop a comprehensive and integrated digital marketing plan.
MLO5	Appraise the performance of a website through web measurement, user behaviour analysis and implementation of proven strategies aimed at increasing conversion rates.
Pre-requisite learning	
<b>Module Recommendations</b> <i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named DkIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>	
No recommendations listed	

Module Indicative Content	
<b>Marketing on the Internet</b> Digital and interactive media and marketing, Online versus offline buyer behaviour, Targeting Markets, Online branding	
<b>Digital Toolbox</b> Websites, Email and Viral Marketing, Mobile Marketing, Video & Podcasting, Affiliate marketing	
<b>Traffic Building</b> Search Theory, Search Engine Optimisation, Pay Per Click advertising, Search Engine Marketing, Web Analytics	
<b>Social Media Strategies</b> Primary tools: opportunities and challenges, On-line customer engagement	
<b>Strategic Digital Marketing Planning</b> Framework for planning, Integrated campaigns, The future	
<b>Web Analytics &amp; Conversion Rate Optimisation</b> Identifying goals and KPIs, Analysing website performance, Social Media Performance, CRO, Usability, Customer Experience Management	
<b>Practical Labs</b> Social Media, Project-based integrated marketing campaign, range of digital tools	
Module Assessment	
Assessment Breakdown	%
Course Work	50.00%
Final Examination	50.00%
Module Special Regulation	

## Assessments

Full Time On Campus			
Course Work			
Assessment Type	Project	% of Total Mark	50
Marks Out Of	0	Pass Mark	0
Timing	n/a	Learning Outcome	1,2,4
Duration in minutes	0		
<b>Assessment Description</b> Project which would involve developing a comprehensive and integrated marketing plan for a business.			
No Project			
No Practical			
Final Examination			
Assessment Type	Formal Exam	% of Total Mark	50
Marks Out Of	0	Pass Mark	0
Timing	End-of-Semester	Learning Outcome	1,2,3,5
Duration in minutes	0		
<b>Assessment Description</b> End-of-Semester Final Examination			
Reassessment Requirement			
<b>A repeat examination</b> <i>Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.</i>			

## Module Workload

### Workload: Full Time On Campus

<i>Workload Type</i>	<i>Contact Type</i>	<i>Workload Description</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>	<i>Hours</i>
Lecture	Contact	No Description	Every Week	2.00	2
Practical	Contact	No Description	Every Week	1.00	1
Online Contact	Contact	No Description	Every Week	1.00	1
Directed Reading	Non Contact	No Description	Every Week	3.00	3
Independent Study	Non Contact	No Description	Every Week	2.00	2
				Total Weekly Learner Workload	9.00
				Total Weekly Contact Hours	4.00

### Workload: Part Time On Campus

<i>Workload Type</i>	<i>Contact Type</i>	<i>Workload Description</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>	<i>Hours</i>
Lecture	Contact	No Description	Every Week	1.00	1
Practical	Contact	No Description	Every Week	1.00	1
Directed Reading	Non Contact	No Description	Every Week	3.00	3
Independent Study	Non Contact	No Description	Every Week	4.00	4
				Total Weekly Learner Workload	9.00
				Total Weekly Contact Hours	2.00

## Module Resources

### Recommended Book Resources

Chaffey, D., Ellis-Chadwick,. (2019), Digital Marketing: Strategy, Implementation and Practice, 7th. Pearson, [ISBN: 1292241578].

### Supplementary Book Resources

Ryan D. (2016), Understanding Digital Marketing, 4th. Kogan Page.

Meerman Scott D.. (2017), The New Rules of Marketing & PR. How to Use Social Media, Online Video, Mobile Applications, Blogs, Newsjacking, and Viral Marketing to Reach Buyers Directly, Wiley.

Robert W Bly. (2018), The Digital Marketing Handbook : A Step-By-Step Guide to Creating Websites That Sell, Entrepreneurs Press, p.330.

Chuck Hemen, Ken Burbary. (2018), Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World, 2nd. Pearson.

Simon Kingsnorth. (2016), Digital Marketing Strategy : An Integrated Approach to Online Marketing, Kogan Page, p.344.

Geddes B.. (2014), Advanced Google Adwords, 3rd. Wiley, p.696.

Marcus Sheridan. (2017), They Ask You Answer: A Revolutionary Approach to Inbound Sales, Content Marketing, and Today's Digital Consumer, Wiley, p.240.

Solis B.. (2011), Engage: The Complete Guide for Brands and Businesses to Build, Cultivate, and Measure Success in the New Web, Wiley.

*This module does not have any article/paper resources*

### Other Resources

Website,

<http://www.emarketer.com>

Website, Advertising Age.

<http://www.adage.com>

website,

<http://www.moz.com>

Website,

<http://www.brandwatch.com>

Website,

<http://www.nytimes.com/pages/technology>

Website,

<http://www.trendspotting.com>