MRKT H8Z01: Digital Marketing Management

Module Details

Module Code:	MRKT H8Z01
Full Title:	Digital Marketing Management APPROVED
Valid From::	Semester 1 - 2019/20 (June 2019)
Language of Instruction:	English
Duration:	1 Semester
Credits::	5
Module Owner::	Lorraine Dunne
Departments:	Unknown
Module Description:	The aim of this module is to develop a thorough understanding of how digital technology can be used in the tourism and hospitality sectors to improve the effectiveness and efficiency of marketing at all stages of the market planning process.

Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	**Module Learning Outcome Description**
MLO1	Evaluate a company's online presence and apply various web measurement tools to assess the company's performance and make recommendations for improvement.
MLO2	Apply current best practice and demonstrate strong practical skills in common digital marketing tools such as SEO, PPC and social media in the tourism and hospitality industry.
MLO3	Recognise the legal and ethical implications of conducting business online.
MLO4	Design and develop an online strategy for an organisation in the hospitality or tourism industry.

Pre-requisite learning
Module Recommendations
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).
No recommendations listed

Module Indicative Content
The Role of E-Business in the Tourism and Hospitality Sector Contemporary approaches to e-business. the digital marketing environment and opportunities, online versus offline buyer behaviour, targeting markets, online branding.
Strategic Marketing Planning Digital marketing planning model, e.g. SOSTAC, integrated campaigns, online objective setting, strategy implementation, resource management, tactics and evaluation.
Paid, Earned and Owned Media Management Website management, online revenue models, SEM, e-mail, viral marketing, mobile marketing, video and podcasting, affiliate marketing.
Relationship Marketing E-CRM, social media marketing, customer value & engagement, reputation managment.
Web Analytics & Conversion Rate Optimisation Identifying goals and KPIs, analysing website performance, social media performance, CRO, usability, customer experience management.
Data Analytics The analysis, interpretation and use of industry data.
Ethical and Legal Issues Ethical and social issues, legal responsibilities.

Module Assessment

Assessment Breakdown	%
Course Work	40.00%
Final Examination	60.00%

Module Special Regulation

Assessments

Full Time On Campus

No Course Work

Project			
Assessment Type	Group Project	**% of Total Mark**	40
Marks Out Of	0	**Pass Mark**	0
Timing	S1 Week 8	**Learning Outcome**	
Duration in minutes	0		
Assessment Description Group Project - Digital Marketing Plan & Presentation			

No Practical

Final Examination			
Assessment Type	Formal Exam	**% of Total Mark**	60
Marks Out Of	0	**Pass Mark**	0
Timing	End-of-Semester	**Learning Outcome**	
Duration in minutes	0		
Assessment Description End of Term Formal Examination			

Reassessment Requirement
A repeat examination *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.*

Module Workload

Workload: Full Time On Campus

Workload Type	Contact Type	Workload Description	Frequency	Average Weekly Learner Workload	Hours
Lecture	Contact	Lecture Class	Every Week	2.00	2
Practical	Contact	Lab Class	Every Week	2.00	2
Directed Reading	Non Contact	Directed Reading as instructed by tutor	Every Week	2.00	2
Independent Study	Non Contact	Student Independent Study	Every Week	3.00	3
				Total Weekly Learner Workload	9.00
				Total Weekly Contact Hours	4.00

Workload: Part Time On Campus

Workload Type	Contact Type	Workload Description	Frequency	Average Weekly Learner Workload	Hours
Lecture	Contact	Lecture Class	Every Week	2.00	2
Practical	Contact	Lab Class	Every Week	2.00	2
Directed Reading	Non Contact	Directed reading as instructed by tutor	Every Week	2.00	2
Independent Study	Non Contact	Student Independent Study	Every Week	3.00	3
				Total Weekly Learner Workload	9.00
				Total Weekly Contact Hours	4.00

Module Resources

Recommended Book Resources

Chaffey, D.. (2019), Digital Marketing: Strategy, Implementation and Practice., 7th. Pearson Eduction Limited, [ISBN: ONLINE REVENU].

Supplementary Book Resources

Ryan, D.. (2016), Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, 4th. Kogan Page, [ISBN: 0749478438].

Dodson, I.. (2016), The Art of Digital Marketing, Wiley, [ISBN: 9781119265702].

Marr B.. (2017), Data Strategy: How To Profit From A World Of Big Data, Analytics And The Internet Of Things, Kogan Page, [ISBN: 9780749479855].

This module does not have any article/paper resources

Other Resources

Website, Failte Ireland. FI TV Channel (Youtube): Digital Supports Video.

Journal, Journal of Digital & Social Media Marketing,
http://www.henrystewartpublications.com/ jdsm

Journal, Journal of Direct, Data and Digital Marketing Practice,
http://www.palgrave-journals.com/dddmp/i ndex.html