

Module	Digital Marketing
Course code	BAMO-DM
Credits	5
Allocation of marks	40% Continuous Assessment 60% Final Exam

Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Explain the role and importance of digital marketing in a rapidly changing business landscape
2. Discuss the key elements of a digital marketing strategy
3. Illustrate how the effectiveness of a digital marketing campaign can be measured
4. Demonstrate advanced practical skills in common digital marketing tools such as SEO, SEM, Social media and Blogs

Module Objectives

The primary objective of this module is to examine and explore the role and importance of digital marketing in today's rapidly changing business environment. It also focusses on how digital marketing can be utilised by organisations and how its effectiveness can be measured.

Module Curriculum

- Introduction to digital marketing
- Digital Strategy and Planning
- Website marketing tools
- Digital content – website, blogs, email, webinars, videos, podcasts, e-zines, PPC advertising
- Social Media and Social Bookmarking – Facebook, Twitter, Pinterest, Instagram, YouTube and YouTube channels and emerging social medias
- Search Engine Marketing – What it is how it works and how to make it work!
- Search Engine Optimisation -What it is how it works and how to make it work!
- Measuring Digital media performance
- Ecommerce, Tcommerce and Mcommerce
- Implementing the digital marketing plan
- Website design /development for digital marketing
- Mastering Google - AdWords Advertising, Analytics & Applications

Reading lists and other learning materials

Blanchard, O, (2014), Social Media ROI: Managing and Measuring Social Media Efforts in Your Organisation
Pulizzi, J. (2013) Epic Content Marketing

Marketing on Facebook – Best practice guide (2015) Facebook Marketing Press
Chaffey, D., & Ellis-Chadwick, F. (2012) Digital Marketing: Strategy, Implementation and Practice, 5/E, Pearson
Tapp, A., & Whitten, I., & Housden, M. (2014) Principles of Direct, Database and Digital Marketing, 5/E, Pearson
Tasner, M. (2015) Marketing in the Moment: The Digital Marketing Guide to Generating More Sales and Reaching Your Customers First, 2/E, Pearson

Websites

www.smartinsights.com
www.hubspot.com
www.mashable.com
www.emarketer.com
www.socialmediaexaminer.com
www.brandrepublic.com
www.allfacebook.com
www.insidefacebook.com
www.ipassexam.com
www.wordstream.com
www.seomoz.org/
www.searchengineland.com
www.searchenginewatch.com

Module Learning Environment

This module is delivered primarily through lectures in the classroom but also through practical lab sessions. Moodle is used extensively to provide class notes, exercises and activities. Learners are encouraged to view and contribute to blogs, wikis and forums.

Learning Outcomes – Assessment Matrix

Learning Outcome	Assignment	Exam
1. Explain the role and importance of digital marketing in a rapidly changing business landscape		X
2. Discuss the key elements of a digital marketing strategy	X	X
3. Illustrate how the effectiveness of a digital marketing campaign can be measured		X
4. Demonstrate advanced practical skills in common digital marketing tools such as SEO, SEM, Social media and Blogs	X	