



COURSE UNIT DESCRIPTION

Course Unit Title	Digital Marketing	
Course Unit Code	GD620/MB745	
Type of Unit	Elective	
Level of Course Unit	Second cycle	
Year of Study	First/second year	
Semester	On demand	
Number of ECTS Credits	6 ECTS	
Course Unit Objectives	The objective of this course is for participants to appreciate the strategic importance of digital marketing and to know how to apply this knowledge to build brands and drive sales. After completing this course, participants may wish to register for the Professional Diploma in Digital Marketing by the Digital Marketing Institute (Ireland) http://digitalmarketinginstitute.com/us/ .	
Learning Outcomes	On completion of this course students are expected to:	
	CILO 1	Appreciate how a strategic approach to digital marketing can contribute significantly to the achievement of marketing objectives and to future business success.
	CILO 2	Learn how to set appropriate (digital) marketing objectives and how 'best practice' usage of digital channels can contribute to their achievement.
	CILO 3	Develop a good understanding of how offline and online marketing can be best combined for maximum return on investment.
	CILO 4	Be able to look ahead to future developments in digital marketing and plan strategies to survive and prosper in the changing digital world.
Name of Lecturer(s)	Dr Waldemar Pförtlisch	
Mode of delivery	Face to Face	
Prerequisites or co-requisites	None	
Course Content	1. Introduction to the course	CILO 1
	2. Definitions, history and development of Digital Marketing	CILO 1
	3. Planning Digital Marketing Campaigns	CILO 1,2,3
	4. Search Engine Optimization (SEO)	CILO 2
	5. Paid Search Advertising (Pay Per Click=PPC)	CILO 2
	6. Online Display Advertising	CILO 2
	7. Affiliate Marketing	CILO 2
	8. Social Media (Twitter, Facebook, LinkedIn +++)	CILO 6
	9. Email Marketing	CILO 2
	10. Content Marketing	CILO 2
	11. Mobile Marketing	CILO 2
	12. Web Analytics	CILO 2,3
	13. Integration: putting it all together: (with case studies)	CILO 3
	14. What's new? What's next?	CILO 4
Recommended or required reading	<u>Textbooks:</u> Ryan, D. (2014) Understanding Digital Marketing (3rd ed.) Kogan Page	

	<p>Chaffey, D. & Ellis-Chadwick, F. (2012). Digital Marketing: Strategy, Implementation and Practice (5th ed.). Pearson.</p> <p>Rowles, D. (2014). Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising. Kogan Page</p> <p>Berry, M. & Sinisalu, H. (2015) The Best Of Global Digital Marketing Storybook 2. Best Marketing International</p> <p>Solis, B (2013) What's the Future of Business?: Changing the Way Businesses Create Experiences, John Wiley</p> <p><u>Journals:</u> Journal of Strategic Marketing, Journal of Marketing, Harvard Business Review. Journal of Direct, Data and Digital Marketing Practice (Palgrave Macmillan)</p> <p><u>Online sources:</u></p> <p>http://econsultancy.com/uk/blog http://www.smartinsights.com http://www.mashable.com http://www.brandrepublic.com http://www.iabuk.net http://figarodigital.co.uk http://www.clickz.com http://moz.com/ http://www.socialmediaexaminer.com http://www.google.com/think/</p> <p>Participants taking this course may also wish to register with the DMI (Ireland) so as to be able to complete afterwards their exam for the Professional Diploma in DM, at an additional charge (needs to be settled with CIIM before the course begins).</p>								
Planned learning activities and teaching methods	Lectures; in-class discussion and debates; in-class exercises; group work, presentations; videos, case studies.								
Assessment methods and criteria	<table border="0"> <tr> <td>-Group Assignment (presented on last teaching day)</td> <td>40%</td> </tr> <tr> <td>-Participation</td> <td>10%</td> </tr> <tr> <td>-Multiple choice (MCQ) exam</td> <td>50%</td> </tr> <tr> <td colspan="2" style="text-align: right;">TOTAL 100%</td> </tr> </table>	-Group Assignment (presented on last teaching day)	40%	-Participation	10%	-Multiple choice (MCQ) exam	50%	TOTAL 100%	
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Language of Instruction	English								
Work Placement(s)	Not applicable								