



**COURSE UNIT DESCRIPTION**

<b>Course Unit Title</b>	<b>Digital Marketing</b>	
<b>Course Unit Code</b>	GD500/MB745	
<b>Type of Unit</b>	Elective	
<b>Level of Course Unit</b>	Second cycle	
<b>Year of Study</b>	First/second year	
<b>Semester</b>	On demand	
<b>Number of ECTS Credits</b>	6 ECTS	
<b>Course Unit Objectives</b>	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) <a href="http://digitalmarketinginstitute.com/us/">http://digitalmarketinginstitute.com/us/</a> .	
<b>Learning Outcomes</b>	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.
<b>Name of Lecturer(s)</b>	Dr Waldemar Pförtlisch	
<b>Mode of delivery</b>	Face to Face	
<b>Prerequisites or co-requisites</b>	None	
<b>Course Content</b>	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
<b>Recommended or required reading</b>	<u>Textbooks:</u> Ryan, D. (2014) Understanding Digital Marketing (3rd ed.) Kogan Page	

	<p>Chaffey, D. &amp; 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. &amp; 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><a href="http://econsultancy.com/uk/blog">http://econsultancy.com/uk/blog</a>  <a href="http://www.smartinsights.com">http://www.smartinsights.com</a>  <a href="http://www.mashable.com">http://www.mashable.com</a>  <a href="http://www.brandrepublic.com">http://www.brandrepublic.com</a>  <a href="http://www.iabuk.net">http://www.iabuk.net</a>  <a href="http://figarodigital.co.uk">http://figarodigital.co.uk</a>  <a href="http://www.clickz.com">http://www.clickz.com</a> <a href="http://moz.com/">http://moz.com/</a>  <a href="http://www.socialmediaexaminer.com">http://www.socialmediaexaminer.com</a>  <a href="http://www.google.com/think/">http://www.google.com/think/</a></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>								
<b>Planned learning activities and teaching methods</b>	Lectures; in-class discussion and debates; in-class exercises; group work, presentations; videos, case studies.								
<b>Assessment methods and criteria</b>	<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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<b>Language of Instruction</b>	English								
<b>Work Placement(s)</b>	Not applicable								