**Modules Catalogue: DL840 – BA (Hons) in Digital Marketing**

Erasmus students can study semester 1 in year 2 only.

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| **YEAR**  | **MODULE TITLE** | **ECTS** | **SEMESTER**  | **MODULE AIMS / LEARNING OUTCOMES** |
| 2 | **Financial Management I** | 5 | 1 | The aim of this module is to equip the learner with a toolkit of threshold concepts and foundational skills to successfully navigate through the Finance pillar of the programme.The objective is to ensure that learners can perform general accounting tasks and appreciate the utility of accounting to an organisation and to the marketing function in particular. On successful completion of this module, the learner will be able to:1. Manipulate Microsoft Excel for accounting numeracy, analysis and illustration
2. Create Cash and Marketing Budgets and Forecasts in Microsoft Excel
3. Demonstrate an understanding of the Income and Position Statements
4. Use an off-the-shelf accounting software package to Beginner level.
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| 2 | **Online Consumer Behaviour** | 5 | 1 | The aims of the module are to understand and implement effective online communication with online consumers and to assess online consumer behaviour.On successful completion of this module, the learner will be able to:1. Analyse consumer personas and the implications for communications planning in consumer behaviour
2. Examine and construct an online consumer journey
3. Understand the process of the online consumer behaviour
4. Investigate and evaluate the importance of the digital consumer experience.
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| 2 | **Business Law**  | 5 | 1 | The module aims to:1. Attune students to the relevance and role of law in relation to business
2. Provide students with an opportunity for structured reflection on learning.

On completion of this module, students should be able to:1. Identify and analyse various sources of law in the Irish system and the role of the common law
2. Demonstrate knowledge of the Irish courts system and the jurisdiction of the courts, and the basic rules of trial procedure
3. Explain the legal principles governing the law of contract and company law.
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| 2 | **Business Requirements Analysis** | 5 | 1 | The aim of this module is to enable the learner to analysis business requirements in light of the development of an online presenceThe objective is to ensure students use appropriate tools and approaches for carrying out business analysis.On successful completion of this module, the learner will be able to:1. Identify Business online needs
2. Use appropriate tools and methodologies to analyse business requirements
3. Critically analyse current methods of business analysis in light of creating/improving an online presence.
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| 2 | **Content Development + Creation** | 10 | 1 | Content development is a vital part of a content marketing and strategy. In this module students will learn to research, produce, and publish content to meet a strategic goal such as creating marketing collateral and constructing a web presence to promote an event/business. On successful completion of this module, the learner will be able to:1. Research an idea with a view to translating to a digital presence
2. Design and construct a website
3. Design and produce digital marketing material (business cards, blogs, emails, vlogs, podcasts) for the business
4. Construct an ePortfolio based on the content in this module and the other modules in this Stage.
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