



<b>Title:</b>	Professional Dev for Marketing <b>APPROVED</b>
<b>Long Title:</b>	Professional Dev for Marketing
<b>Module Code:</b>	MGMT9048
<b>Duration:</b>	1 Semester
<b>Credits:</b>	5
<b>NFQ Level:</b>	Expert
<b>Field of Study:</b>	Business & Management
<b>Valid From:</b>	Semester 2 - 2016/17 ( January 2017 )
<b>Module Delivered in</b>	<a href="#">1 programme(s)</a>
<b>Module Coordinator:</b>	Pio Fenton
<b>Module Author:</b>	Zahid Aslam
<b>Module Description:</b>	This module allows students to develop specific channel or sectoral expertise whilst also improving personal and professional skills. Speakers will be invited to CIT to give guest lectures, whilst students will also attend networking events, industry conferences and both 'real world' and virtual events. There will be a requirement for reflections on these events so that the student can capture the learning achieved.
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner will be able to:</i>	
LO1	Assess complex digital marketing challenges and make recommendations through reflection for improved success.
LO2	Critically analyse new tools, techniques or methods relating to the digital domain and reflect on how these can be applied to a selected sector, industry or company.
LO3	Explore cross-channel, cross-functional and inter-company issues and evaluate implications from a digital marketing perspective.
LO4	Develop personal and professional skills that reflect adaptability to changing ways of doing business.
<b>Pre-requisite learning</b>	
<b>Incompatible Modules</b>	
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module. You may not earn additional credit for the same learning and therefore you may not enrol in this module if you have successfully completed any modules in the incompatible list.</i>	
No incompatible modules listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Requirements</b>	
<i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed. You may not enrol on this module if you have not acquired the learning specified in this section.</i>	
No requirements listed	
<b>Co-requisites</b>	
No Co Requisites listed	

**Module Content & Assessment**

**Indicative Content**

**Digital Marketing Channels, Methods and Techniques**

SEO, PPC, Social, Email, Affiliate, Usability, Design, Conversion Rate Optimisation, Consumer Behaviour

**Sector or Industry Specific Knowledge**

SME, Cross-Border, Tourism, Hospitality, Retail

**Personal Branding**

Personal Inventory, Determining Goals, Establishing Online Identity, Developing Niche, Creating Content, Thought Leadership, Measurement

**Networking and Professional Development**

Networking Strategies, goal setting, personal assessment, reflective techniques.

**Assessment Breakdown**

%

Course Work

100.00%

**Course Work**

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Other	Create a plan that outlines a strategy for professional development and highlights a channel, sector or company on which will be the subsequent focus on professional development activity.	3,4	30.0	Week 4
Reflective Journal	A minimum number of log entries in which the learner reflects on talks, events and other learning opportunities. Some of these essays will illustrate how learnings can be applied to a previously selected company, industry, sector or digital marketing channel.	1,2,3,4	70.0	Sem End

No End of Module Formal Examination

**Reassessment Requirement**

**Coursework Only**

*This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.*

**The institute reserves the right to alter the nature and timings of assessment**

**Module Workload**

<b>Workload: Full Time</b>				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecturer-Supervised Learning (Contact)	PD prep	2.0	Every Week	2.00
Independent & Directed Learning (Non-contact)	Processional Development events	5.0	Every Week	5.00
Total Hours				7.00
Total Weekly Learner Workload				7.00
Total Weekly Contact Hours				2.00

<b>Workload: Part Time</b>				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecturer-Supervised Learning (Contact)	Lecturer support	2.0	Every Week	2.00
Independent Learning	Processional Development events	5.0	Every Week	5.00
Total Hours				7.00
Total Weekly Learner Workload				7.00
Total Weekly Contact Hours				2.00

## Module Resources

### Recommended Book Resources

- Gillie E J Bolton 2014, *Reflective Practice: Writing and Professional Development*, 4 Ed., Sage Publications [ISBN: 978-144628235]
- David D'Alessandro 2008, *Career Warfare: 10 Rules for Building a Successful Personal Brand*, 2 Ed., McGraw Hill [ISBN: 978-007159729]

### Supplementary Book Resources

- Andrea Nierenberg 2013, *Network Like You Mean It*, Pearson [ISBN: 9780133742909]

*This module does not have any article/paper resources*

### Other Resources

- Website: TEDTED Talks  
<http://www.TED.com>
- Webinars: Gartner Gartner Webinars and Facebook Live events  
<http://www.gartner.com/technology/webinars/>
- Journal: *Journal of Direct, Data and Digital Marketing Practice* , Palgrave Macmillan
- Journal: *Journal of Digital & Social Media Marketing* , Henry Stewart Publications
- Journal: *Journal of Research in Interactive Marketing* , Emerald Group
- Journal: *Applied Marketing Analytics*, Henry Stewart Publications
- Journal: *Journal of Marketing Management*, Taylor and Francis Group

**Module Delivered in**

Programme Code	Programme	Semester	Delivery
CR_BDMAS_9	<a href="#">Master of Science in Digital Marketing Strategy</a>	1	Mandatory