



Title:	Digital Advertising & Analytics APPROVED
Long Title:	Digital Advertising & Analytics
Module Code:	MRKT9021
Duration:	1 Semester
Credits:	5
NFQ Level:	Expert
Field of Study:	Marketing & Advertising
Valid From:	Semester 1 - 2019/20 (September 2019)
Module Delivered in	1 programme(s)
Module Coordinator:	Pio Fenton
Module Author:	Vivienne Griffin
Module Description:	This module helps students to utilise digital advertising tools and techniques and to deliver performance growth and management through the strategic use of insights and analytics.
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
LO1	Strategically assess digital advertising concepts, methods and platforms to develop innovative digital advertising campaigns.
LO2	Design a digital advertising campaign for a given website using relevant digital marketing strategies.
LO3	Appraise the key metrics/most common KPIs to measure digital advertising performance.
LO4	Conduct strategic analysis of digital campaigns using analytics tools.
LO5	Evaluate options to improve digital advertising performance and maximise return on advertising investment.
Pre-requisite learning	
Incompatible Modules	
<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	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements	
<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	
Co-requisites	
No Co Requisites listed	

Module Content & Assessment

Indicative Content

Digital Advertising Communications Tools

Selecting the right mix of digital advertising communications tools

Digital Advertising Campaign Creation

Deep dive into creating, managing and optimizing digital advertising campaigns.

Web Analytics

The principles of digital analytics. The importance of analytics in evaluating digital marketing performance and identifying areas for improvement.

Digital Analysis Techniques

Goal setting and tracking for digital advertising. Collecting and interpreting actionable data to drive insights and reach digital marketing decisions.

Optimising Digital Advertising Performance

Using data to refine and optimise digital advertising campaigns.

Assessment Breakdown

%

Course Work

100.00%

Course Work

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Written Report	Written report on digital advertising, metrics for success and gathering insights.	3,4	40.0	Week 8
Project	Project on formulating a digital advertising strategy and designing digital advertising campaigns for a given business.	1,2,3,4,5	60.0	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

Workload: Full Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Class based lecture	1.0	Every Week	1.00
Lab	Lab based instruction	1.0	Every Week	1.00
Independent & Directed Learning (Non-contact)	Self-directed study	5.0	Every Week	5.00
Total Hours				7.00
Total Weekly Learner Workload				7.00
Total Weekly Contact Hours				2.00

Workload: Part Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Class based lecture	1.0	Every Week	1.00
Lab	Lab based instruction	1.0	Every Week	1.00
Independent Learning	Reading, lab/theory based project work	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

- Faris Yakob 2015, *Paid Attention: Innovative Advertising for a Digital World*, 1st Ed., Kogan Page London [ISBN: 0749473606]
- Gary Angel 2015, *Measuring the Digital World: Using Digital Analytics to Drive Better Digital Experiences*, 1st Ed., Pearson FT Press [ISBN: 978-013419508]

Supplementary Book Resources

- Harry J. Gold 2015, *The Digital Advertising Guide*, 2nd Ed., Overdrive Marketing Communications [ISBN: 0578138220]

Supplementary Article/Paper Resources

- Hubspot *How to Use Google AdWords: A Beginner's Guide to PPC Advertising* [Free Ebook] <http://blog.hubspot.com/marketing/google-adwords-ppc>
- *The Next Ad Facebook Targeting* <http://www.thenextad.com/targeting-en-audiences/facebook-targeting-whitepaper/>
- Hubspot *The Field Guide to Twitter Advertising: How to Create & Launch Campaigns* <http://blog.hubspot.com/agency/guide-twitter-advertising>
- Sprout Social *The Beginners Guide to Twitter Advertising* <http://sproutsocial.com/insights/a-beginners-guide-to-twitter-advertising/>

Other Resources

- Website: *Google Advertising* <http://www.google.ie/adwords/>
- Website: *Facebook Advertising* <https://www.facebook.com/business/products/ads>
- Website: *YouTube Advertising* <https://www.youtube.com/yt/advertise/>
- Website: *Twitter Advertising* <https://ads.twitter.com/>
- Website: *LinkedIn Advertising* <https://www.linkedin.com/ad/>
- Website: *Google Analytics* <https://www.google.ie/analytics>

Module Delivered in

Programme Code	Programme	Semester	Delivery
CR_BDMAS_9	Master of Science in Digital Marketing Strategy	2	Mandatory