

Module 15

6.15.1. Marketing and E-Commerce Strategy

Module title		Marketing and E-Commerce Strategy								
Module NFQ level (only if an NFQ level can be demonstrated)		7								
Module number/reference		BS15								
Parent programme(s)		Bachelor of Arts (Honours) in Business Studies								
Stage of parent programme		Stage 2								
Semester (semester1/semester2 if applicable)		Semester 2								
Module credit units (FET/HET/ECTS)		ECTS								
Module credit number of units		5								
Duration of the module		One Academic Semester, 12 Weeks Teaching.								
Average (over the duration of the module) of the contact hours per week		3								
Analysis of required learning effort										
Effort while in contact with staff										
Classroom and demonstrations		Mentoring and small-group tutoring		Other (specify)		Directed e-learning (hours)	Independent learning (hours)	Other hours (specify)	Work-based learning hours of learning effort	Total effort (hours)
Hours	Minimum ratio teacher/learner	Hours	Minimum ratio teacher/learner	Hours	Minimum ratio teacher/learner					
24	1:40	12	1:20				89			125
Allocation of marks (within the module)										
				Continuous assessment	Supervised project	Proctored practical examination	Proctored written examination	Total		
Percentage contribution				100%				100%		

Minimum intended module learning outcomes

On the successful completion of this module, students should be able to:

- MIMLO 15.1** Describe and discuss basic e-commerce, digital marketing and data analytics concepts, technologies, and strategies.
- MIMLO 15.2** Differentiate between and assess the strengths and weaknesses of different digital marketing channels and technologies.
- MIMLO 15.3** Outline the key components of the digital strategy development process and its practical implementation.
- MIMLO 15.4** Demonstrate a capacity for self and peer-directed learning in classroom and virtual learning environment settings.
- MIMLO 15.5** Conceptualise and create a digital strategy proposal which includes a branding statement, buyer personas and positioning, a multichannel marketing plan, e-commerce strategy and reporting and performance measurement plan.

Module content, organisation and structure

Indicative Syllabus

- E-commerce, CRM, Marketing & Digital Strategy.
- Inbound and Outbound Marketing
- Metrics and Key Performance Indicators (KPI's)
- Branding, Online Value Propositions (OVP's), Target Audiences, Buyer Personas.
- Digital Marketing Strategy - Setting Campaign Goals, Audience Personas & Digital Research, Competitive Landscapes, Channel and Media Plans, Budgeting.
- Social Media Marketing - Social Channels, Engagement, Target Audiences, Social Selling.
- Display Advertising - Ad Formats, Google Display Network, VOD & YouTube, Premium and Programmatic Display, Retargeting.
- Email Marketing - Permission Marketing, Email Broadcasts, SPAM, GDPR Regulations.
- Paid Search - Inbound Marketing, PPC Pricing and Benefits, Adwords, Keywords, Landing Pages & Ads, Keyword Research, Ad Copy Best Practice, Conversion Tracking, Budgeting.
- Search Engine Optimisation - Organic and Paid Search, Technical SEO, On Page SEO, Off Page SEO, Organic Algorithms, Content Marketing.
- Analytics and Reporting - Web Analytics Solutions, Google Analytics, Channel and Engagement Reports, Goals and eCommerce Reporting, Measuring ROI, Native Reporting: Adwords, Facebook Ads Manager, Facebook Insights, Twitter Analytics.

Reading lists and other information resources

Recommended Reading (excerpts will be made available on Moodle):

Chaffey, D. (2015) Digital Business and E-Commerce Management: Strategy, Implementation and Practice. Harlow: Pearson Education Ltd.

Dodson, I. (2016) The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns. Hoboken, J:Wiley.

Fox, V. (2010) Marketing in the Age of Google: Your Online Strategy *is* Your Business Strategy. Hoboken, NJ: John Wiley & Sons Inc.

Mohapatra, S. (2013) E-Commerce Strategy: Text and Cases. New York, NY: Springer Science + Business Media.

Randazzo, G. W. (2014) Developing Successful Marketing Strategies. New York, NY: Business Expert Press.

Ryan, D. & Jones, C. (2011) The Best Digital Marketing Campaigns in The World: Mastering the Art of Customer Engagement. London: Kogan Page.

Ryan, D. (2016) Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation. London: Kogan Page.

Online Resources:

<https://marketingland.com/> - Digital Marketing and Martech News

<https://searchengineland.com/> - 'Must Read News about SEO, SEM and Search'.

<https://econsultancy.com/> - Market research guides and training on digital marketing.

<https://www.ppchero.com/> - PPC Advertising Strategy, Tips & News

<https://adwords.googleblog.com/> - Google's 'Inside Adwords' Blog

<https://media.fb.com/blog/> - Facebook Media Blog

<https://blog.mailchimp.com/> - MailChimp Email Marketing Blog

<https://moz.com/blog> - Moz Blog - SEO and Inbound Marketing Blog

<https://www.kaushik.net/avinash/> - Digital Marketing and Analytics Blog.