






Level 5 Diploma in Internet Security (615) 177 Credits



Unit: Digital / Social Media Marketing	Guided Learning Hours: 200
Exam Paper No.: 2	Number of Credits: 20
Prerequisites: Basic marketing and social media technology knowledge	Corequisites: Internet technology.
<p>Aim: The Social Media/Digital Marketing course provide concepts, insights and strategy for learners. The current environment where customers are online 24/7; knowledge in sharing social media content, search engine optimisation and online advertising; such skills are in high demand. Learners will gain knowledge in planning and executing business marketing strategies, email marketing and metrics used to measure success.</p> <p>Digital marketing leverages digital channels (websites, social media, emails and mobile applications). There are many advantages of digital marketing including:</p> <ul style="list-style-type: none"> • Low cost as compared to traditional marketing methods. • Digital marketing can be seamless and immediate (improved conversion rates) compared to traditional methods that require customers go to site or make phone call. • Reaching local, regional and global markets. This leads rapid business economic growth and expansion • Digital marketing leads to customer loyalty and quickly build reputations as platforms are easy to engage with customers. • Ability to measure online marketing with web analytics in order to establish campaign effectiveness • Digital marketing engages through images, videos, articles that can be passed from user to user (social currency) • Ability to create customer profiles and market effectively to different customers. 	
Required Materials: Recommended Learning Resources.	Supplementary Materials: Lecture notes and tutor extra reading recommendations.
<p>Special Requirements: This is a hands-on unit, hence practical use of computers is essential. Requires intensive lab work outside of class time.</p>	
<p>Intended Learning Outcomes:</p> <ol style="list-style-type: none"> 1. Understand the concepts of cyber marketing in regards to various online platforms; and why it is relevant today. 2. Understand the concepts and importance of Search Engine Optimisation (SEO) in online marketing. 	<p>Assessment Criteria:</p> <ol style="list-style-type: none"> 1.1 Describe marketing over the internet vs traditional marketing 1.2 Explain advantages of cyber marketing 1.3 Outline techniques and strategies of online marketing 1.4 Describe digital marketing terminology 1.5 Describe importance of Customer Relationship Management (CRM) tools 1.6 Analyse different digital marketing tools. 2.1 Describe Search Engine Optimisation (SEO). 2.2 Describe different SEO keyword tools. 2.3 Describe how search engines site ranking works 2.4 Analyse different search engines 2.5 Compare and contrast paid vs organic search. 2.6 Demonstrate optimising a website

3. Understand the use of social media re-targeting(remarketing) tools; the strategies and objectives, including opportunities in recapturing customers/leads	3.1 Describe cloud provider responsibilities in delivering IaaS model. 3.2 Describe customer re-targeting and the purpose 3.3 Demonstrate creating an ad on facebook and twitter. 3.4 Demonstrate creating a simple personal website 3.5 Describe how Google helps digital marketing 3.6 Describe ways to increase website traffic 3.7 Describe importance of websites mobile phones compatibility
4. Understand the relationship between e-commerce and cloud computing; including the industries that needs a constant presence on/in the cloud platforms.	4.1 Define cloud computing 4.2 Describe how cloud computing plays an essential role for e-commerce industries and businesses at large. 4.3 Demonstrate creating a blog page 4.4 Describe different ways of promoting a blog for free 4.5 Describe customer acquisition strategies 4.6 Describe the use of analytics in digital marketing.
Methods of Evaluation: A 2½-hour written examination paper with five essay questions, each carrying 20 marks. Candidates are required to answer all questions. Candidates also undertake coursework/projects in Digital / Social Media Marketing.	

Recommended Learning Resources: Digital / Social Media Marketing

Text Books	<ul style="list-style-type: none"> Digital Marketing: Strategic Planning & Integration by Annmarie Hanlon. ISBN-13 : 978-1529742800 Drive Growth through Social Media Marketing and In-person Selling by Grace Holmes. ISBN-13 : 979-8771678368 Social Media Marketing For Small Business by Kelly Lee. ISBN-13 : 979-8361250387
Study Manuals 	BCE produced study packs
CD ROM 	Power-point slides
Software 	Social Media