

2014

Digital Marketing Plan

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Recommended Citation

Lawlor, M. (2020) Digital Marketing Plan, Learning, Teaching & Technology Centre , Technological University Dublin.

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Assessment & Feedback Use Cases

DIGITAL MARKETING PLAN

Author: Mary Lawlor

Date: 2014

This use case describes how one assessment method was designed and implemented by a lecturer or a group of lecturers in DIT. The use case was compiled from an interview conducted as part of **DIT's RAFT project (2013-14)**, the aim of which was to provide a database of assessment practices designed and implemented by academic staff across DIT.



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Lecturer

Mary Lawlor

Programme and year on which assessment was offered

Bachelor of Business Studies, Year 3

Description

- Semester 1: Prepare a digital marketing communications plan for the Irish Times Newspaper. Competition for prize money. The groups present their proposals to the Irish Times at the end.
- Semester 2: Google Adwords competition: partnered with DIT's Hothouse companies to prepare Adwords plans – group plus individual elements. Peer reviewed, and competition.

Why did you use this assessment?

Industry based and application of theory.

Why did you change to this form of assessment?

This project is very practical and it's possible to manage the process and quality, rather than only focusing on the end result (such as with exams).

How do you give feedback to students?

Feedback is given on an on-going basis – every week.

What have you found are the advantages of using this form of assessment?

- Higher level of engagement
- Individual
- High attendance
- Competitive element
- Satisfaction

What have you found are the disadvantages of using this form of assessment?

Administration and workload

If another lecturer was using this assessment method would you have any tips for them?

Clearly outlined processes / structure for marking.

Do you have any feedback from students about this assessment?

Very positive and engaging

Learning Outcomes met

- The learner will have an understanding of how digital marketing can be integrated into a company's overall marketing plan.
- The learner will develop the ability to assess the potential of digital channels
- The learner will be familiar with the techniques available for analysing the effectiveness of online media channels.