

Title of the Module / Unit	Impact of Communication Technology and Digital Marketing on Business
Module / Unit Description Provide a brief description of the module.	<p>Nowadays more than years ago communication technology has a vital and crucial role in business operations. Emails, networking, social networks, media, and ways of marketing have become a necessary requirement towards the efficient performance of a business. This module addresses these issues so the student is conscious of the impact that communication technology may have on the business and how digital marketing has changed the way businesses use technology for marketing.</p>
	Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:
	<ul style="list-style-type: none"> a) Know how the internet operates and the facilities available b) Be able to use the internet and related technology for a range of business activities c) Be able to use the internet for promotion using digital marketing communications d) Demonstrate practical skills in common digital marketing tools such as Search Engine Optimisation SEO, Social media and Blogs
	Knowledge – at the end of the module/unit the learner will have been exposed to the following:
	<ul style="list-style-type: none"> a) Explain the internet technologies and their importance in making an e-business successful b) Understand how organisations adapt to trends in the use of digital information and communication technologies to support business processes

Learning Outcomes

- c) Explain the role and importance of digital marketing in a rapidly changing business landscape
- d) Understand the challenges which internet marketing exposes to businesses

Skills – at the end of the module/unit the learner will have acquired the following skills:

Applying knowledge and understanding

The learner will be able to:

- a) Demonstrate written communication skills by understanding basic information communication and technology (ICT) terminology for effective communication, and applying it within a business environment
- b) Explain how to communicate effectively when using digital channels
- c) Identify the primary uses of different types of digital and social media channels
- d) Demonstrate the role of internet marketing within a modern marketing context

Judgment Skills and Critical Abilities

This section has been made sufficiently open to accommodate both vocational and academic orientations. Applicants can refer to Judgement Skills, or Critical Abilities (critical skills, dispositions, values and actions), or both.

The learner will be able to:

- a) Identify the benefits and drawbacks of using digital and social media platforms
- b) Demonstrate how businesses can use new digital media communities
- c) Select the appropriate intended social media platforms for the target market
- d) Demonstrate problem-solving skills by identifying and resolving issues relating to information technology systems and their components
- e) Assess the importance of security related to information available online

Module-Specific Communication Skills

(Over and above those mentioned in Section B)

The learner will be able to:

- a) Explain the considerations when using social media platforms
- b) Prepare the content appropriate to the social media platforms
- c) Discuss the benefits of internet marketing to customers
- d) Demonstrate the benefits to customers regarding: opportunities to compare and select providers; increased bargaining power, availability of more comprehensive and up-to-date product information

Module-Specific Learner Skills

(Over and above those mentioned in Section B)

	<p>The learner will be able to</p> <p>a) Evaluate how successful a selected business organisation has been in preparing for the growing use of e-business</p> <p>b) Study the main areas of marketing that have been affected by the internet</p> <p>c) Develop further the role of ICT in the marketing activities and operations of a selected organisation</p>	
	<p>Module-Specific Digital Skills and Competences</p> <p>(Over and above those mentioned in Section B)</p> <p><i>(These digital skills are covered by the primary objectives of this course – so the skills referred to above address this section)</i></p> <p>The learner will be able to</p> <p>a)</p> <p>b)</p> <p>c)</p> <p>etc.</p>	
<p>Hours of Total Learning for this Module / Unit</p> <p>1 ECTS is equivalent to 25 total hours of learning, inclusive of contact hours, supervised placement and practice hours, self-study hours and assessment hours. At least</p>	<p>Total Contact Hours ¹</p> <p style="text-align: center; border: 1px solid black; width: 50px; margin: 0 auto;">110</p> <p>(Contact Hours are hours invested In learning new content under the Direction of a tutor/lecturer (e.g. lectures, participation in online forums, video-lectures).</p>	<p>Supervised Placement and Practice Hours</p> <p style="text-align: center; border: 1px solid black; width: 50px; margin: 0 auto;">25</p> <p>(During these hours the learner is supervised, coached or mentored.)</p>

¹ In the case of online learning, synchronous and asynchronous learning activities under the direction and control of an instructor are considered as contact hours.

<p>20% (5 hours for every ECTS) must be <u>contact hours</u> or as otherwise established from time to time by NCFHE.</p>	<p>Self-Study Hours (Estimated workload of research and study.)</p> <p style="text-align: right;">300</p>	<p>Assessment Hours (Examinations/ presentations/ group work/ projects etc.)</p> <p style="text-align: right;">65</p>
<p>Total Learning Hours of this Module</p>	<p style="text-align: center;">_____500_____ Hours</p>	
<p>Percentage of Total Contact Hours delivered online.</p> <p>In the case of online/blended learning, kindly indicate the total number of contact hours delivered online and those face-to-face.</p>	<p>Contact Hours Delivered Online</p> <p style="text-align: right;">N/A</p>	<p>Contact Hours Delivered Face-to-Face</p> <p style="text-align: right;">100-%</p>