

2014

## Digital Marketing Plan

Mary Lawlor

*Technological University Dublin, mary.lawlor@tudublin.ie*

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### Recommended Citation

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

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# Title: Digital Marketing Plan

**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 is 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 dis-advantages 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.