Title of the Module/Unit	**Module Number 20**: Digital Marketing Principles / Module Reference MKG06
Module/Unit Description In this section kindly provide a brief description of the module	This module will focus on the main aspects and principles of digital marketing, focusing on the growth and continuous development of digital marketing thanks to continuous technological improvements. During this module participants will be introduced to the business importance of websites, basis of search engine optimisation (SEO) techniques, elements of social media marketing, content marketing and strategy, web analytics, web, mobile and email marketing as well as online reputation management. Course participants will also get the opportunity to learn and apply different digital marketing applications and how such applications help the business to generate and take advantage of further market opportunities.
Learning Outcomes	**Competences: .**
Autonomy and Responsibility: Collaborate, comply, deal with, ensure, be responsible for, carry out tasks, guide, supervise, monitor, authorise, manage, create, produce, represent, advise, negotiate, sell, etc. **Knowledge and Understanding:** count, define, describe, draw, find, identify, label, list, match, name, quote, recall, recite, sequence, tell, write, etc. (Example of learning outcome structure: Action Verb + Object + Context *Identify basic different range of glassware and state their use.)*	At the end of the module/unit the learner will be able to: a) Illustrate the different types of digital marketing services, how these are offered to customers and how such services assist clients; b) Apply digital marketing tools, web analytics and other statistical techniques that help to determine the effectiveness of digital marketing activities; c) Explain how key words and other critical points related to online presence affect internet SEO rankings; d) Demonstrate how digital marketing is continually changing the market place, market expectations and competitiveness of an organisation; e) Describe how the individual digital marketing activities affect holistically the overall marketing effectiveness of the organisation.
	Knowledge:
	At the end of the module the learner will have been exposed to: a) Applying the main aspects of digital marketing techniques that are implemented within modern business organisations; b) Explain the importance of digital marketing as a game-changer, a business tool that is fundamentally changing customer expectations; c) Improve the organisation's marketing and competitive position through web and online analytics;

	d) Practice different online and technological applications that characterise the organisation's digital presence.
	Skills:
Applying Knowledge and Understanding: apply, practice, demonstrate, show, plan, design, operate, assemble, use, construct, prepare, create, compose, arrange (Example of learning outcome structure: Action Verb + Object + Context *Apply principles of good practice to dispense, supply and administer medicinal products and other activities in a pharmacy.)*	At the end of the module the learner will have acquired the following skills: a) Apply the principles of digital marketing to adequately meet customer online preferences and priorities; b) Explain how various technological applications affect the overall customer experience; c) Assimilate the effects of digital marketing initiatives on the business and the benefits that these can bring to organisational competitiveness; d) Prepare the steps necessary to maintain an effective digital marketing presence within the modern business environment.
	Module-Specific Learner Skills *(Over and above those mentioned in Section B)* At the end of the module/unit the learner will be able to a) Demonstrate the basics of digital marketing principles and the techniques necessary to develop an effective digital marketing presence; b) Apply digital marketing initiatives that help the organisation to provide better services to customers; c) Be able to implement appropriate tools and applications to provide an effective customer experience.
	Module-Specific Digital Skills and Competences *(Over and above those mentioned in Section B)* At the end of the module/unit, the learner will be able to a) Explain the basic principles behind digital marketing and how to apply these principles into practice; b) Practice the basics of the more commonly used digital marketing applications and how to apply these in specific business situations. c) etc.