# Module19 Digital Marketing Implementation and Optimisation (5 credits)

| Assessment Techniques – percentage contribution | |
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| **Continuous Assessment** | **100%** |

| On completion of this module a learner will be able to: |
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| 1. Translate digital strategy into actionable, platform-specific campaign implementation plans |
| 2. Deploy and monitor digital content and media across multiple platforms |
| 3. Apply real-time optimisation and A/B testing techniques to improve campaign performance |
| 4. Assess the role of automation and AI tools in digital campaign management |
| 5. Identify and respond to compliance issues in digital campaign delivery, including data protection and platform policy |

| Indicative Module Content, Organisation and Structure |
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This module builds upon the strategy foundation developed in the Digital Marketing Implementation & Optimisation module. Learners implement campaign strategy plans in small groups, simulating agency-style production teams. Implementation briefs (provided by the lecturer) are based on real Irish businesses. Learners apply their skills across search, social, email, and landing page platforms and complete the full campaign lifecycle through monitoring, troubleshooting, and reporting.

**Content includes:**

**Campaign Execution Planning**
- Translating strategy into tactical tasks
- Roles, dependencies, campaign rollout mapping

**Search Marketing Implementation**
- Google Ads setup: campaign structure, keywords, match types, ad formats
- Responsive search ads and automated extensions

**Social Media Campaign Setup**
- Meta/LinkedIn ad platform walkthrough
- Audience targeting, campaign budgeting, and delivery setup

**Email Marketing Automation**
- Campaign flow setup, trigger logic, and segmentation
- Dynamic content and deliverability practices

**Landing Pages & Conversion Rate Optimisation (CRO)**
- UX principles, design elements, and friction reduction
- Form testing and goal alignment

**Real-Time Monitoring & Troubleshooting**
- Dashboards, metrics, and campaign adjustments

- Alerts and corrective workflows

**Marketing Automation & Artificial Intelligence (AI) Tools**
- Use of HubSpot, Jasper, ChatGPT and similar tools
- Workflow automation and efficiency
- Ethics and decision boundaries in automation

**Creative & Media Optimisation**
- A/B and multivariate testing design
- Dynamic creative optimisation (DCO)
- Mid-flight performance adjustment

**Post-Campaign Evaluation & Reporting**
- Reporting dashboards, metrics, and formats
- Translating data into insight

**Compliance, Data Ethics & Platform Rules**
- General Data Protection Regulation (GDPR), cookie management, AI governance
- Ad policy review and data-handling best practices

**Team Collaboration & Campaign Documentation**
- Working across roles and tools
- Campaign archiving and asset handover

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| Application of programme teaching, learning and assessment strategies to this module |
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| This module is delivered using a blend of lectures, digital walkthroughs, platform tutorials, and structured group project time. Learners implement campaign strategies using predefined briefs supplied by the lecturer. Peer learning and tutor facilitation support group success. Formative support is embedded via peer checkpoints and group troubleshooting tutorials. <br><br> Given the practical nature of this module, the module's summative assessment is a 100% continuous assessment, including two applied assignments: part 1, a group campaign implementation plan and part 2, an individual reflection and tactical response. This assessment strategy balances collaborative agency-style production with individual accountability and self-directed reflection. Learners gain experience implementing and refining a campaign across channels using contemporary digital platforms, automation tools, and optimisation strategies. <br><br> In terms of reassessment/repeat assessment strategy, Griffith College regulations stipulate that learners must pass all component elements of the module to be deemed to have passed the module. In the event of a learner failing the assessment component of this module, the learner will be required to submit a new individual repeat assignment at the next available sitting. |

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| Summative Assessment Technique(s) | Weighting |
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| Continuous Assessment: <br> Part 1: Group Campaign Implementation Plan (45%) | 100% |

| Part 2: Individual Reflection and Tactical Response (55%) | |
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| Indicative reading lists and other information resources |
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**Primary Reading**

Chaffey, D. & Smith, P.R. (2022). Digital Marketing Excellence (6th ed.). Routledge.

Neher, K. (2023). Digital Marketing That Actually Works: The Ultimate Guide. 4th ed. Cincinnati: Boot Camp Digital.

**Secondary Reading**

Sachdev, R. (2023). Digital Marketing. McGraw Hill Education.

Jens, B. (2025). AI & Automation Marketing 2025: A Step-by-Step Guide from Beginner to Advanced: Mastering the Future of Marketing with AI-Driven Automation, Data Insights, and Scalable Strategies

**E Resources and Web-Based Information Sources**

Google Ads Help Centre – https://support.google.com/google-ads - Provides up-to-date technical guidance on ad structures, formats, and compliance.

Mailchimp Learning Hub – https://mailchimp.com/resources/ - Offers practical articles and templates for email flows, segmentation, and list hygiene.

Canva Design School – https://www.canva.com/designschool/ - Resources on creative design, asset development, and branding visuals.

Think with Google – https://www.thinkwithgoogle.com - Features case studies, A/B testing insights, and real-world applications.

Meta Blueprint – https://www.facebook.com/business/learn - Offers training and resources for advertising on Facebook and Instagram platforms.