



University of the
West of England

MODULE SPECIFICATION


ACADEMIC SERVICES

Part 1: Basic Data					
Module Title	Digital Marketing				
Module Code	UMKC8Q-15-M		Level	M	Version 3
UWE Credit Rating	15	ECTS Credit Rating	7.5	WBL module?	No
Owning Faculty	Business and Law		Field	Marketing, Events and Tourism	
Department	BBS, Business and Management		Module Type	Standard	
Contributes towards	MSc Marketing Communications				
Pre-requisites	None		Co- requisites	None	
Excluded Combinations	None		Module Entry requirements	n/a	
First CAP Approval Date	2008		Valid from	September 2015	
Revision CAP Approval Date	3 rd June 2015		Revised with effect from	September 2015	

Review Date	September 2021
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module, students will be able to:</p> <ul style="list-style-type: none"> • Utilise one or more online platforms creatively and strategically for marketing purposes in a variety of contexts (A) • Advise on the design of customer-facing online platforms, with reference to user experience, branding, and e-commerce (A) • Manage an organisation's visibility within a search engine (A) • Use knowledge of consumer behaviour to analyse and segment an audience (B) • Explain how social networks form online and how messages spread(B) • Make creative and media decisions based on consumer psychology (A,B) • Recommend tools and criteria for measuring digital marketing campaigns (B) • Evaluate data produced through online activity in order to make strategic marketing decisions (A,B) • Contribute critically to debate regarding ethical considerations when using online platforms for marketing (A, B) • Relate the use of online channels to established media theory (B)
Syllabus Outline	<p><u>Linking traditional and 'new' marketing theory</u></p> <ul style="list-style-type: none"> - Integration of traditional and 'new' media - Transactional, services and relationship marketing approaches - Communication theory <p><u>Website design</u></p> <ul style="list-style-type: none"> - Types of website - Functionality

	<ul style="list-style-type: none"> - Branding and design <p><u>Marketing using social media</u></p> <ul style="list-style-type: none"> - Choosing the right platform - Working with online communities - Advertising <p><u>Search</u></p> <ul style="list-style-type: none"> - Search engine optimisation (SEO) - Paying for visibility <p><u>Understanding the customer</u></p> <ul style="list-style-type: none"> - Customer profiling - Market segmentation - Analysing customer behaviour <p><u>Understanding social networks</u></p> <ul style="list-style-type: none"> - Network theory - Tools for mapping networks <p><u>Viral messages</u></p> <ul style="list-style-type: none"> - Creativity - Memes and trends <p><u>Measuring data</u></p> <ul style="list-style-type: none"> - Big data - Ways of measuring online activity <p><u>Analysing data</u></p> <ul style="list-style-type: none"> - Understanding statistics - Correlating data <p><u>Ethical issues</u></p> <ul style="list-style-type: none"> - Privacy - Social responsibility - Legal and voluntary controls <p><u>Media theory</u></p> <ul style="list-style-type: none"> - Critical analysis of online media - The evolution of online communication
Contact Hours	<p>The module will be delivered over 12, two-hour sessions or equivalent. Contact time will be a mixture of tutor and student led activities. Preparation and follow-up activities will become increasingly important as the module progresses (see Teaching & Learning)</p>
Teaching and Learning Methods	<p>Student learning will be:</p> <ul style="list-style-type: none"> • During formal contact sessions enabling direct input from academic staff, the discussion and evaluation of academic material and integration of this to organisational settings. Classes will typically be based around group activities, discussion and feedback. • Via private study, including the completion of set reading and activities in between formal classes. • Via the application of class learned principles to specific case studies. • All material is fully available on Blackboard and the course integrates material within the on-line and classroom settings. • 30 hours on essential reading and thinking, including assignment work. <p>Students will not be trained in every permissible online platform, nor the creation of all permissible content for these platforms. However, the tutorials will include</p>

	<p>practical 'hands on' opportunities to practice creating a range of content using a variety of social media platforms. Assessment is focused on the strategic implementation of these tools, rather than technical proficiency.</p> <p>The remainder of non-contact time will be spent on enhancing understanding of the subject through directed study of the applications and contexts of digital marketing.</p>																																								
Key Information Sets Information	Key Information Set - Module data																																								
	Number of credits for this module				15																																				
	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours																																				
	150	24	126	0	150																																				
	<p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <p>Written Exam: Unseen written exam, open book written exam, In-class test Coursework: Written assignment or essay, report, dissertation, portfolio, project Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam</p> <table><tr><td colspan="4">Total assessment of the module:</td><td></td><td></td></tr><tr><td colspan="4"></td><td></td><td></td></tr><tr><td colspan="4">Written exam assessment percentage</td><td>0%</td><td></td></tr><tr><td colspan="4">Coursework assessment percentage</td><td>50%</td><td></td></tr><tr><td colspan="4">Practical exam assessment percentage</td><td>50%</td><td></td></tr><tr><td colspan="4"></td><td>100%</td><td></td></tr></table>						Total assessment of the module:												Written exam assessment percentage				0%		Coursework assessment percentage				50%		Practical exam assessment percentage				50%						100%
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Reading Strategy	<p>All students will be encouraged to make full use of the print and electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through web sites and information gateways. The University Library's web pages provide access to subject relevant resources and services, and to the library catalogue. Many resources can be accessed remotely. Students will be presented with opportunities within the curriculum to develop their information retrieval and evaluation skills in order to identify such resources effectively.</p>																																								
Indicative Reading List	<p>Essential reading</p> <p>Students will be expected to read chapters from the recommended text and other recommended reading in preparation for the classes. This essential reading is all indicated in the course outline provided to the students and will be available on Blackboard where possible.</p> <p>Recommended text: Dahl, S. (2015) <i>Social Media Marketing – Theories and Applications</i>. London: Sage.</p> <p>Students will be expected to purchase the recommended text.</p> <p>Indicative Bibliography (listed alphabetically): Athique, A. (2013) <i>Digital Media and Society</i>. Cambridge: Polity Brown, R. and Waddington, S. (2013) <i>Share This Too</i>. Chichester: Wiley Lovink, G. (2011) <i>Networks Without a Cause</i>. Cambridge: Polity Nahon, K. and Hemsley, J. (2013) <i>Going Viral</i>. Cambridge: Polity</p>																																								

	<p>Perloff, R. (2014) <i>The Dynamics of Persuasion</i>. Abingdon: Routledge</p> <p>Poore, M. (2014) <i>Studying and Researching with Social Media</i>. London: Sage</p> <p>Ryan, D. (2014) <i>Understanding Digital Marketing</i>. 3rd Edition. London: Kogan Page</p> <p>Ryan, D. (2015) <i>Understanding Social Media</i>. London: Kogan Page</p> <p>Strong, C. (2015) <i>Humanizing Big Data</i>. London: Kogan Page</p> <p>Tuten, T.L., and Solomon, M.R. (2015) <i>Social Media Marketing</i>. 2nd Edition. London: Sage.</p> <p>Campaign Marketing Marketing Week PR Week Wired</p> <p>Selected (up to date) papers from (listed alphabetically): Cyberpsychology, Behavior and Social Networking European Journal of Marketing International Journal of Market Research Journal of Advertising Journal of Communication Journal of Consumer Psychology Journal of Consumer Research Journal of Interactive Marketing Journal of Marketing Journal of Marketing Communications Psychology and Marketing</p>
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Part 3: Assessment	
Assessment Strategy	<p>The practical exam requires students to apply digital marketing knowledge to the development of a persuasive and creative digital marketing campaign. Although students will need to demonstrate an ability to use one or more online platforms for marketing purposes, this assessment is focused on the ability to recognise the strategic potential of these tools rather than demonstrating technical proficiency in specific software.</p> <p>Following this, the coursework requires students to reflect on the campaign previously submitted, with reference to relevant academic literature.</p> <p>Formative assessment strategies, such as a direct questioning, peer assessment and feedback, will also be utilised throughout the module delivery to assist students to have a clear understanding of the module learning outcomes and to give students the opportunity to set their own goals</p>

Identify final assessment component and element	Component B (Reflective Essay)	
% weighting between components A and B (Standard modules only)	A:	B:
	50%	50%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Submission of a 15-20 minute video featuring a digital marketing campaign created by the student, plus explanatory commentary. This will include the student's face to ensure that the submission is their own.	100	
Component B	Element weighting	

Description of each element	(as % of component)
1. 1500-2000 word critical reflection on the video submitted above.	100

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) Description of each element	Element weighting (as % of component)
1. Submission of a 15-20 minute video featuring a digital marketing campaign created by the student, plus explanatory commentary. This will include the student's face to ensure that the submission is their own.	100
Component B Description of each element	Element weighting (as % of component)
1. 1500-2000 word critical reflection on the video submitted above.	100
If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.	