



## MODULE SPECIFICATION

Part 1: Information			
Module Title	Digital Marketing		
Module Code	UMKC8Q-15-M	Level	M
For implementation from	September 2018		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Marketing, Events and Tourism	Field	Marketing, Events and Tourism
Department	Marketing, Events and Tourism		
Contributes towards	MSc Marketing Communications, MSc Events Management		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description
<p>Student learning will be:</p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• Via private study, including the completion of set reading and activities in between formal classes.</li> <li>• Via the application of class learned principles to specific case studies.</li> <li>• All material is fully available on Blackboard and the course integrates material within the on-line and classroom settings.</li> <li>• 30 hours on essential reading and thinking, including assignment work.</li> </ul> <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 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</p>

study of the applications and contexts of digital marketing.

You will cover:

Linking traditional and 'new' marketing theory

- Integration of traditional and 'new' media
- Transactional, services and relationship marketing approaches
- Communication theory

Website design

- Types of website
- Functionality
- Branding and design

Marketing using social media

- Choosing the right platform
- Working with online communities
- Advertising

Search

- Search engine optimisation (SEO)
- Paying for visibility

Understanding the customer

- Customer profiling
- Market segmentation
- Analysing customer behaviour

Understanding social networks

- Network theory
- Tools for mapping networks

Viral messages

- Creativity
- Memes and trends

Measuring data

- Big data
- Ways of measuring online activity

Analysing data

- Understanding statistics
- Correlating data

Ethical issues

- Privacy
- Social responsibility
- Legal and voluntary controls

Media theory

- Critical analysis of online media
- The evolution of online communication

**Part 3: Assessment**


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.

Following this, the coursework requires students to reflect on the campaign previously submitted, with reference to relevant academic literature.

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			
Identify final timetabled piece of assessment (component and element)		Component B	
% 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 Description of each element		Element weighting (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%	

Part 4: Learning Outcomes & KIS Data	
Learning Outcomes	<p>On successful completion of this module, students will be able to:</p> <ul style="list-style-type: none"> <li>• Utilise one or more online platforms creatively and strategically for marketing purposes in a variety of contexts (A)</li> <li>• Advise on the design of customer-facing online platforms, with reference to user experience, branding, and e-commerce (A)</li> <li>• Manage an organisation's visibility within a search engine (A)</li> <li>• Use knowledge of consumer behaviour to analyse and segment an audience (B)</li> <li>• Explain how social networks form online and how messages spread (B)</li> <li>• Make creative and media decisions based on consumer psychology (A,B)</li> <li>• Recommend tools and criteria for measuring digital marketing campaigns (B)</li> <li>• Evaluate data produced through online activity in order to make strategic marketing decisions (A,B)</li> <li>• Contribute critically to debate regarding ethical considerations when using online platforms for marketing (A, B)</li> <li>• Relate the use of online channels to established media theory (B)</li> </ul>

Key Information Sets Information (KIS)	<b>Key Information Set - Module data</b>					
	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		
Contact Hours	The table below indicates as a percentage the total assessment of the module which constitutes a;					
	<b>Written Exam:</b> Unseen or open book written exam					
	<b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project or in class test					
	<b>Practical Exam:</b> Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)					
Total Assessment	Total assessment of the module:					
	Written exam assessment percentage				0%	
	Coursework assessment percentage				50%	
	Practical exam assessment percentage				50%	
					100%	
Reading List	Reading list link <a href="https://uwe.rl.talis.com/lists/4C48EE75-BACD-8DF1-39EA-FA5E3F7C30C4.html">https://uwe.rl.talis.com/lists/4C48EE75-BACD-8DF1-39EA-FA5E3F7C30C4.html</a>					

## FOR OFFICE USE ONLY

First Approval Date (and panel type)	CAP - 3 June 2015 (v3)			
Revision ASQC Approval Date <i>Update this row each time a change goes to ASQC</i>	31 May 2018	Version	4	<a href="#">link to RIA</a>