



MODULE SPECIFICATION

Part 1: Information			
Module Title	Digital Marketing		
Module Code	UMKC8Q-15-M	Level	Level 7
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Business & Law	Field	Marketing
Department	FBL Dept of Business & Management		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>Educational Aims: See Learning Outcomes</p> <p>Outline Syllabus: You will cover:</p> <p>Linking traditional and 'new' marketing theory:</p> <p>Integration of traditional and 'new' media</p> <p>Transactional, services and relationship marketing approaches</p> <p>Communication theory</p> <p>Website design:</p> <p>Types of website</p> <p>Functionality</p> <p>Branding and design</p> <p>Marketing using social media:</p>

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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

Teaching and Learning Methods: Student learning will be:

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

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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.

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.

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.

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.

First Sit Components	Final Assessment	Element weighting	Description
Project - Component A	✓	100 %	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.
Resit Components	Final Assessment	Element weighting	Description
Project - Component A	✓	100 %	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.

Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:		
	Module Learning Outcomes		Reference
	Utilise one or more online platforms creatively and strategically for marketing purposes in a variety of contexts		MO1

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	Advise on the design of customer-facing online platforms, with reference to user experience, branding, and e-commerce	MO2
	Manage an organisation's visibility within a search engine	MO3
	Use knowledge of consumer behaviour to analyse and segment an audience	MO4
	Explain how social networks form online and how messages spread	MO5
	Make creative and media decisions based on consumer psychology	MO6
	Recommend tools and criteria for measuring digital marketing campaigns	MO7
	Evaluate data produced through online activity in order to make strategic marketing decisions	MO8
	Contribute critically to debate regarding ethical considerations when using online platforms for marketing	MO9
	Relate the use of online channels to established media theory	MO10
Contact Hours	Independent Study Hours:	
	Independent study/self-guided study	126
	Total Independent Study Hours:	126
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	24
	Total Scheduled Learning and Teaching Hours:	24
	Hours to be allocated	150
	Allocated Hours	150
Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p>https://uwe.rl.talis.com/modules/umkc8q-15-m.html</p>	

Part 5: Contributes Towards

This module contributes towards the following programmes of study:

Events Management [Sep][PT][Frenchay][3yrs] MSc 2019-20