



## **Module Specification**

### **Digital Marketing**

Version: 2022-23, v2.0, 24 May 2022

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## **Part 1: Information**

**Module title:** Digital Marketing

**Module code:** UMKC8Q-15-M

**Level:** Level 7

**For implementation from:** 2022-23

**UWE credit rating:** 15

**ECTS credit rating:** 7.5

**Faculty:** Faculty of Business & Law

**Department:** FBL Dept of Business & Management

**Partner institutions:** None

**Delivery locations:** Frenchay Campus

**Field:** Marketing

**Module type:** Standard

**Pre-requisites:** None

**Excluded combinations:** None

**Co-requisites:** None

**Continuing professional development:** No

**Professional, statutory or regulatory body requirements:** None

## **Part 2: Description**

**Overview:** Not applicable

**Features:** Not applicable

**Educational aims:** See Learning Outcomes

**Outline syllabus:** 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: Teaching and learning methods**

**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 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.

**Module Learning outcomes:** On successful completion of this module students will achieve the following learning outcomes.

**MO1** Utilise one or more online platforms creatively and strategically for marketing purposes in a variety of contexts

**MO2** Make creative and media decisions based on consumer psychology

**MO3** Recommend tools and criteria for measuring digital marketing campaigns

**MO4** Evaluate data produced through online activity in order to make strategic marketing decisions

**Hours to be allocated:** 150

**Contact hours:**

Independent study/self-guided study = 126 hours

Face-to-face learning = 24 hours

Total = 150

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umkc8q-15-m.html) via the following link <https://uwe.rl.talis.com/modules/umkc8q-15-m.html>

## Part 4: Assessment

**Assessment strategy:** A 3000 word report where students write as a digital marketing consultant to develop a digital marketing campaign for an organisation of their choice or one chosen by the module leader. When possible, students are encouraged to choose a brand within an industry that they would like to, or already, work in.

For the resit, students complete the same assessment but for a brand selected by the module leader.

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.

**Assessment components:****Project - Component A (First Sit)**

Description: Submission of a 3000 word report outlining a digital marketing campaign created by the student.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Project - Component A (Resit)**

Description: Submission of 3000 word report outlining a digital marketing campaign created by the student

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Marketing Communications [Frenchay] MSc 2022-23

Marketing Communications [Sep][PT][Frenchay][2yrs] MSc 2022-23

Marketing Communications [Jan][FT][Frenchay][1yr] MSc 2022-23

Marketing Communications [Sep][FT][Frenchay][1yr] MSc 2022-23

Marketing Communications [Jan][PT][Frenchay][2yrs] MSc 2022-23

Marketing [Frenchay] MSc 2022-23

Events Management [Sep][FT][Frenchay][1yr] MSc 2022-23

Marketing [Sep][PT][Frenchay][1yr] MSc 2022-23

Marketing [Sep][FT][Frenchay][1yr] MSc 2022-23

Marketing [Jan][FT][Frenchay][1yr] MSc 2022-23

Events Management [Sep][PT][Frenchay][3yrs] MSc 2021-22