



Module Specification

Digital Marketing

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Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	3
Part 4: Assessment.....	5
Part 5: Contributes towards	6

Part 1: Information

Module title: Digital Marketing

Module code: UMKC8Q-15-M

Level: Level 7

For implementation from: 2023-24

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: Not in use for Modules

Field: Marketing

Module type: Module

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 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

Data : , 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 (First Sit)

Description: 3000 word report

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Project (Resit)

Description: 3000 word report

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:

Business with Digital Management [NEU] MSc 2023-24

Marketing Communications [Frenchay] MSc 2023-24

Business with Digital Management [Frenchay] MSc 2023-24

Events Management [Frenchay] MSc 2023-24

Events Management [Sep][PT][Frenchay][3yrs] MSc 2022-23

Marketing [Frenchay] MSc 2022-23