



MODULE SPECIFICATION

Part 1: Information			
Module Title	Introduction to Digital Strategy		
Module Code	UMKDQV-15-2	Level	2
For implementation from	September 2019		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	FBL	Field	Marketing
Department	BBS: Business and Management		
Contributes towards	BA(Hons) Marketing BA (Hons) Marketing Communications BA (Hons) Marketing Communication Management		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	Stand alone		

Part 2: Description	
<p>This module builds students appreciation of the importance of the ever-evolving dynamic digital landscape, and their understand of skills needed to increase digital marketing effectiveness. Students will analyse the nature of the challenges and opportunities within the digital environment and use skills and tools to evaluate, enhance and support marketing activities. It identifies the importance of effective digital monitoring and measurement techniques that enable organisations to improve digital marketing effectiveness performance.</p> <p>On this module you will cover:</p> <ul style="list-style-type: none"> - Benefits of digital marketing - Integration of offline and online concepts - The customer focus of digital marketing / Consumer power - Online revenue generation - Digital customer behaviour - Digital marketing mix - Digital communications tools - Applications of digital metrics / measurements <p>This module aligns with the CIM 'Introduction to Digital Strategy' module, which students may choose to take in order to gain CIM accreditation.</p>	

Part 3: Assessment		
Component A is an individual report (2000 words) and a reflection on learning (500 words). The report and reflection allows the students to not only reflect on their learning but to also apply their knowledge through an industry relevant case study based report. The report is based on the student's choice of organisations, allowing them to research a particular digital strategy of an organisation, analyse the challenges, assess impact and offer a range of recommendations that enhance the strategy, as well as monitor and maintain it.		
Identify final timetabled piece of assessment (component and element)	Component A	
% weighting between components A and B (Standard modules only)	A:	B:
	100%	
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Report (2000 words)	75%	
2. Reflection (500 words)	25%	
Component B Description of each element	Element weighting (as % of component)	
n/a		
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Report (2000 words)	75%	
2. Reflection (500 words)	25%	
Component B Description of each element	Element weighting (as % of component)	
n/a		
Part 4: Learning Outcomes & KIS Data		
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1: Analyse the opportunities and challenges presented through the disruptive digital environment 2: Assess the impact and influence of the dynamic digital environment 3: Apply key digital tools to support and enhance marketing. 4: Evaluate the relevance of a range of digital platforms and channels in context 5: Develop digital activities to support and enhance multichannel marketing 6: Apply the key principles involved in monitoring and measuring digital marketing effectiveness 7. Reflect on their learning <p>All outcomes met by component A</p>	

Key Information Sets Information (KIS)																										
Contact Hours	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> <tr> <td colspan="4"></td> <td style="border: 2px solid black; text-align: center;">15</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td style="text-align: center;">150</td> <td style="text-align: center;">36</td> <td style="text-align: center;">114</td> <td style="text-align: center;">0</td> <td style="text-align: center;">150</td> </tr> </tbody> </table>	Key Information Set - Module data					<i>Number of credits for this module</i>									15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150
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Total Assessment	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p> <table border="1"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td style="text-align: center;">100%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</td> </tr> </tbody> </table>	Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	100%	Practical exam assessment percentage	0%		100%															
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Reading List	<p>Reading list link https://rl.talis.com/3/uwe/lists/19F59FCE-364D-6F82-87D4-7C722875CB88.html</p>																									

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First Approval Date (and panel type)	06 March 2019 link to RIA			
Revision ASQC Approval Date <i>Update this row each time a change goes to ASQC</i>		Version	2	Link to RIA