



## MODULE SPECIFICATION

Part 1: Information			
Module Title	Introduction to Digital Strategy		
Module Code	UMKDQV-15-2	Level	Level 5
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Business & Law	Field	
Department	FBL Dept of Business & Management		
Module Type:			
Pre-requisites	None		
Excluded Combinations	None		
Co-requisites	None		
Module Entry Requirements	None		
PSRB Requirements	None		

Part 2: Description
<p><b>Educational Aims:</b> See Learning Outcomes</p> <p><b>Outline Syllabus:</b> This module aims to build a student's appreciation of the importance of the dynamic digital landscape, and their understanding of the skills needed to increase digital marketing effectiveness. During the module, 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. The module identifies the importance of effective tools to plan how to enhance an organisation's effectiveness in the digital age.</p> <p>On this module students will:</p> <ul style="list-style-type: none"> <li>- Appraise the scope of the digital marketing toolbox</li> <li>- Apply a range of digital marketing techniques for different contexts</li> <li>- Assess digital marketing activity in organisational contexts</li> <li>- Illustrate how digital marketing can support the marketing function</li> <li>- Explain the role of content in the digital marketing environment</li> <li>- Determine key Illustrate how organisations' key stakeholders influence digital marketing campaigns</li> <li>- Outline customer journeys to support improvements in customer experience.</li> <li>- Understand the stages and creation of a digital marketing plan.</li> <li>- Demonstrate an understanding of digital metrics / measurements in order to improve performance</li> </ul>

## STUDENT AND ACADEMIC SERVICES

**Teaching and Learning Methods:** This module aligns with the CIM 'Introduction to Digital Strategy' module, which students may choose to take in order to gain CIM accreditation. The structure of the course is a one-hour lecture/webinar, one-hour of interactive work (reading, videos, study question) and a one hour supporting tutorial workshop. The lecture/webinar is designed to introduce to you the concepts and ideas within the topic, the interactive work contextualises the theory via a series of case study examples. The tutorial workshops then give you the chance to apply this learning into practical situations with support from a tutor.

### Part 3: Assessment

Component A: Individual written presentation, 35% of module mark  
Component A is a presentation document with maximum of 12 slides and a maximum of 1000 words of speaker notes.

Component B: Individual written report, 65% of module mark  
Component B is a 1,750-word individual written report in which students contribute to an organisation's digital marketing plan in order to acquire new customers.

The report and written presentation allows the students to not only reflect on their learning but to also apply their knowledge.

The presentation will develop the student's ability to analyse and evaluate a range of business data, sources of information and appropriate methodologies, which includes the need for strong digital literacy, and to use that research for evidence-based decision-making and to present this in a clear summarised way which that would be understood by a management team.

The report takes the form of an outline marketing plan. It lays emphasis on the allocation of marketing resources in the best and most economical way. It gives an intelligent direction of marketing operations. Marketing planning involves the preparation of policies, programmes, budgets etc., in advance for carrying out the various activities and functions of marketing to attain the marketing goals.

The report and presentation are based on the student's choice of organisation, 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.

First Sit Components	Final Assessment	Element weighting	Description
Presentation - Component A		35 %	Written presentation with speaker notes (1000 words)
Report - Component B	✓	65 %	Report (1750 words)
Resit Components	Final Assessment	Element weighting	Description
Presentation - Component A		35 %	Written presentation with speaker notes (1000 words)
Report - Component B	✓	65 %	Report (1750 words)

### Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:	
	<b>Module Learning Outcomes</b>	<b>Reference</b>
	Analyse the use and effectiveness of digital marketing tools and techniques	MO1
	Demonstrate an awareness of the ways in which digital and offline marketing can be integrated	MO2

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	Propose approaches to enhancing stakeholder engagement and the customer journey	MO3
	Develop a credible digital marketing plan	MO4
	Demonstrate how to develop a digital marketing plan	MO5
	Apply the key principles involved in monitoring and measuring digital marketing effectiveness	MO6
Contact Hours	<b>Independent Study Hours:</b>	
	Independent study/self-guided study	114
	<b>Total Independent Study Hours:</b>	114
	<b>Scheduled Learning and Teaching Hours:</b>	
	Face-to-face learning	36
	<b>Total Scheduled Learning and Teaching Hours:</b>	36
	<b>Hours to be allocated</b>	150
	<b>Allocated Hours</b>	150
Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p><a href="https://uwe.rl.talis.com/index.html">https://uwe.rl.talis.com/index.html</a></p>	

### Part 5: Contributes Towards

This module contributes towards the following programmes of study:

- Marketing Communication Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19
- Marketing Communication Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2018-19
- Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20
- Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2019-20
- Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19