



Module Specification

Introduction to Digital Strategy

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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.....	4
Part 5: Contributes towards	6

Part 1: Information

Module title: Introduction to Digital Strategy

Module code: UMKDQV-15-2

Level: Level 5

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

Field:

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: 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, student's 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.

On this module students will:

- Appraise the scope of the digital marketing toolbox
- Apply a range of digital marketing techniques for different contexts
- Assess digital marketing activity in organisational contexts
- Illustrate how digital marketing can support the marketing function
- Explain the role of content in the digital marketing environment
- Determine key Illustrate how organisations' key stakeholders influence digital marketing campaigns
- Outline customer journeys to support improvements in customer experience.
- Understand the stages and creation of a digital marketing plan.
- Demonstrate an understanding of digital metrics / measurements in order to improve performance

Part 3: Teaching and learning methods

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.

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

MO1 Analyse the use and effectiveness of digital marketing tools and techniques

MO2 Demonstrate an awareness of the ways in which digital and offline marketing can be integrated

MO3 Propose approaches to enhancing stakeholder engagement and the customer journey

MO4 Develop a credible digital marketing plan

MO5 Demonstrate how to develop a digital marketing plan

MO6 Apply the key principles involved in monitoring and measuring digital marketing effectiveness

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

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

Part 4: Assessment

Assessment strategy: Task 1: Individual written presentation, 35% of module mark - presentation document with maximum of 12 slides and a maximum of 1000 words of speaker notes.

Task 2: Individual written report, 65% of module mark

A 1750-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.

Assessment tasks:

Presentation (First Sit)

Description: Written presentation with speaker notes (1000 words)

Weighting: 35 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Report (First Sit)

Description: Report (1750 words)

Weighting: 65 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO4, MO5, MO6

Presentation (Resit)

Description: Written presentation with speaker notes (1000 words)

Weighting: 35 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Report (Resit)

Description: Report (1750 words)

Weighting: 65 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO4, MO5, MO6

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Marketing [Frenchay] BA (Hons) 2022-23

Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22