MODULE SPECIFICATION

Part 1: Information			
Module Title	Practical Digital Skills		
Module Code	UMKDQU-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) Business and Events Management BA(Hons) Marketing Communications Management BA (Hons) Business Management with Marketing		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	Stand alone		

Part 2: Description
The teaching and learning strategy for the module is based on actively engaging students with digital media tools and applications as part of the learning process and the assessment work. The module will be grounded in developing practical competences that can directly translate to the workplace and will provide a progressive and future facing element to the programme. Practical digital skills are constantly changing so the list below reflects an overview of the current tools most prominent within business and marketing: Suggested topics to cover: - Creating and publishing digital content   - Google Analytics / Facebook Insights   - Search Engine Optimisation   - Website creation   - Use of Photoshop / Adobe suites / Illustrator   - Creating campaigns for Facebook, Twitter & Instagram   - Viral marketing   - Planning software   - Design email   - Video content creation

Part 3: Assessment
Component A is an individual portfolio evidencing the acquisition of practical digital skills via a range of relevant action based exercises. Exercises are completed in TEAL class setting where student will be required to develop a range of digital assets. This provides opportunity for formative feedback in the production of the digital assets, and students are then required to use of this feedforward towards the development of the group project. The skills exercises incorporated into tutorials amount to approx. 1000 words, while the group project element is a practical digital assignment equivalent to approx. 1500 words.

Identify final timetabled piece of assessment (component and element)	Component A	

	A:	**B**:
% weighting between components A and B (Standard modules only)	**100%**	

First Sit	
Component A (controlled conditions) **Description of each element**	**Element weighting** (as % of component)
1.Portfolio (2500 words maximum)	100%
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.Portfolio (2500 words maximum)	100%
Component B **Description of each element**	**Element weighting** (as % of component)
N/A	

Part 4: Learning Outcomes & KIS Data

Learning Outcomes	On successful completion of this module students will be able to: • Develop knowledge of core practical digital skills and their application in contemporary marketing environments • Understand the role and relevance of a variety of practical digital skills in a professional context, specifically marketing • Evaluate when and how to deploy the most effective digital tools to achieve certain goals • Identify, analyse and evaluate sources of marketing and business information • Understand teamwork and communication skills All Outcomes met by Component A

Key Information Sets Information (KIS)	**Key Information Set - Module data**					
	Number of credits for this module				15	
	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	
Contact Hours	150	36	114	0	150	✓

The table below indicates as a percentage the total assessment of the module which constitutes a;

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)

Total Assessment	Total assessment of the module:			
	Written exam assessment percentage		0%	
	Coursework assessment percentage		100%	
	Practical exam assessment percentage		0%	
			100%	

Reading List	Reading List link https://rl.talis.com/3/uwe/lists/840F71C8-AF7D-9C9D-C159-18C1AA83971F.html

3

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First Approval Date (and panel type)	*6 March 2019* link to RIA			
Revision ASQC Approval Date *Update this row each time a change goes to ASQC*		Version	*2*	*Link to RIA*