



## **Module Specification**

### **Practical Digital Skills**

Version: 2023-24, v2.0, 01 Mar 2022

#### **Contents**

<b>Module Specification .....</b>	<b>1</b>
<b>Part 1: Information .....</b>	<b>2</b>
<b>Part 2: Description .....</b>	<b>2</b>
<b>Part 3: Teaching and learning methods .....</b>	<b>3</b>
<b>Part 4: Assessment.....</b>	<b>4</b>
<b>Part 5: Contributes towards .....</b>	<b>5</b>

## Part 1: Information

**Module title:** Practical Digital Skills

**Module code:** UMKDQU-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

**Delivery locations:** Frenchay Campus, Phenikaa University Vietnam, Taylors University, Villa College

**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:** 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 and Instagram

Viral marketing

Planning software

Design email

Video content creation

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** 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.

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

**MO1** Develop knowledge of core practical digital skills and their application in contemporary marketing environments

**MO2** Understand the role and relevance of a variety of practical digital skills in a professional context, specifically marketing

**MO3** Evaluate when and how to deploy the most effective digital tools to achieve certain goals

**MO4** Identify, analyse and evaluate sources of marketing and business information

**MO5** Understand teamwork and communication skills

**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:** The assessment task is an individual portfolio evidencing the acquisition of practical digital skills via a range of relevant action based exercise, designed 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 a group project.

The skills exercises incorporated into tutorials amount to approximately 1000 words, while the group project element is a practical digital assignment equivalent to approximately 1500 words.

**Assessment components:**

**Portfolio** (First Sit)

Description: Portfolio (2500 words maximum)

Weighting: 100 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

**Portfolio (Resit)**

Description: Portfolio (2500 words maximum)

Weighting: 100 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested:

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Business Management and Marketing [Phenikaa] BA (Hons) 2022-23

Marketing [Frenchay] BA (Hons) 2022-23

Business and Events Management [Frenchay] BA (Hons) 2022-23

Business Management and Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2022-23

Business Management and Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2022-23

Business Management with Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons)  
2022-23

Business Management with Marketing {Dual} [Aug][SW][Taylors][4yrs] BA (Hons)  
2022-23

Business Management with Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons)  
2022-23

Business Management with Marketing {Dual} [Mar][SW][Taylors][4yrs] BA (Hons)  
2022-23

Business Management with Marketing [Jan][FT][Villa][3yrs] BA (Hons) 2022-23

Business Management with Marketing [Jan][SW][Villa][4yrs] BA (Hons) 2022-23

Business Management with Marketing [May][SW][Villa][4yrs] BA (Hons) 2022-23

Business Management with Marketing [Sep][SW][Villa][4yrs] BA (Hons) 2022-23

Business Management and Marketing [Frenchay] BA (Hons) 2022-23

Business Management with Marketing {Foundation} [Sep][SW][Frenchay][5yrs] -  
Withdrawn BA (Hons) 2021-22

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

Business and Events Management {Foundation} [Sep][FT][Frenchay][4yrs] BA  
(Hons) 2021-22

Business and Events Management {Foundation} [Sep][SW][Frenchay][5yrs] BA  
(Hons) 2021-22

Business Management and Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA  
(Hons) 2021-22

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

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