STUDENT AND ACADEMIC SERVICES

UWE Bristol | University of the West of England

MODULE SPECIFICATION

Part 1: Information			
Module Title	Behaviour, Strategy and Content Production		
Module Code	UMKDQP-30-M	Level	Level 7
For implementation from	2020-21		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Faculty of Business & Law	Field	
Department	FBL Dept of Business & Management		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
Overview: This module will consider the drivers of online behaviour from a psychological perspective, focusing on how and why people interact with online content – in a variety of forms and contexts – including consideration of differences in interaction behaviour between different cultures and nations. Discussion of psychological principles will also include ethical considerations relating to the use of these techniques in marketing. This will lead to 'hands on' experience of creating and manipulating digital content, applying psychological principles to create engaging imagery, video and text. Lastly, this module will consider how to structure the delivery of content strategically in order to support specific digital marketing objectives. **Educational Aims:** To encourage students to consider psychological drivers of online behaviour when creating online content. **Outline Syllabus:** Among the areas to be covered within this module are: Online behaviour: Similarities and differences between online audiences Psychological principles and presentation of content Social interaction online Content production: Creating and editing attractive digital imagery Writing effective copy

Filming and editing engaging digital video

Creating effective strategies:
Setting meaningful and measurable objectives
Identifying and targeting online audience segments
Measuring and evaluating success

Workshops will also be provided on video presentation skills.

Teaching and Learning Methods: 6 hours per week, comprising seminar discussion and 'hands-on' workshops.

Part 3: Assessment

Students will be individually required to propose a content strategy for a given organisation, submitted as a video "pitch". In this pitch, students will be expected to:

Demonstrate advanced knowledge of the drivers of online behaviour from a psychological perspective
Devise and critically evaluate effective strategies for delivering content to support objectives
Create and edit engaging digital content
Present complex ideas effectively

The assessment criteria will therefore assess the ability to:

Set and justify measurable objectives for the campaign
Research a specific audience to be engaged
Present a range of original content that will engage this audience
Use psychological principles to justify why this content would engage the audience
Explain how they would evaluate the success of the campaign
Present ideas clearly using both verbal and visual information

In advance of the final submission, students will be given the opportunity to share and discuss their ideas with their tutor in order to receive formative feedback.

First Sit Components	Final Assessment	Element weighting	Description
Presentation - Component A	✓	90 %	Individual 30-minute video pitch presentation with accompanying materials
Presentation - Component A		10 %	Small group (2 or 3 group members) 10-minute formative presentation on a specific psychological theory, with accompanying materials. This will take place in class by the end of week 5.
Resit Components	Final Assessment	Element weighting	Description
Presentation - Component A	✓	100 %	Individual 30-minute video pitch presentation with accompanying materials

Part 4: Teaching and Learning Methods		
Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:	
	Module Learning Outcomes	**Reference**
	Demonstrate advanced knowledge of the drivers of online behaviour from a psychological perspective	MO1
	Devise and critically evaluate effective strategies for delivering content to support objectives	MO2
	Synthesise theory and practice into coherent arguments in support of recommendations on marketing strategy.	MO3
	Create and edit engaging digital content	MO4
	Show a critical awareness of ethical issues relating to the use of psychological research to influence consumer behaviour	MO5
Contact Hours	**Independent Study Hours:**	
	Independent study/self-guided study	228
	Total Independent Study Hours:	228
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	72
	Total Scheduled Learning and Teaching Hours:	72
	Hours to be allocated	300
	Allocated Hours	300
Reading List	*The reading list for this module can be accessed via the following link:*	

Part 5: Contributes Towards
This module contributes towards the following programmes of study: Digital Marketing [Sep][FT][Frenchay][1yr] MSc 2020-21