



## **Module Specification**

### **Creative Marketing Methods**

Version: 2023-24, v1.0, 29 Jun 2023

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## Part 1: Information

**Module title:** Creative Marketing Methods

**Module code:** UMKDWD-15-M

**Level:** Level 7

**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:** Marketing

**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:** This module will present ways of planning and creating new marketing content, using industry-standard techniques.

**Features:** Not applicable

**Educational aims:** To encourage students to deploy effective strategic communications approaches aligned to the confident application of practical software skills when creating engaging online content.

**Outline syllabus:** Among the areas to be covered within this module are:

Online behaviour:

Understanding online platforms and the different opportunities presented.

Creating effective strategies:

Setting meaningful and measurable objectives Identifying and targeting online audience segments Measuring and evaluating success

Content production:

Creating and editing attractive digital imagery. Writing compelling and effective copy

Filming and editing engaging digital video

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

**Teaching and learning methods:** Eleven, three-hour study units or equivalent, delivered via a blend of recorded and live in-class material

Learning in the module is achieved through a blended learning approach comprising weekly pre-recorded material, class-based activity, group-based activity and independent study and practice. The weekly classroom sessions involve a range of participative creative problem-solving and design activities, which are executed through the application of the relevant software skills delivered in the session.

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

**MO1** Devise and critically evaluate effective strategies for delivering content to achieve communication objectives.

**MO2** Synthesise theory and practice into coherent arguments in support of recommendations on marketing communication strategy.

**MO3** Create and edit engaging digital content.

**Hours to be allocated:** 150

**Contact hours:**

Independent study/self-guided study = 128 hours

Lectorials = 11 hours

Total = 150

**Reading list:** The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link <https://rl.talis.com/3/uwe/lists/0032E412-4627-8B14-C1D8-B9EEA5153F35.html?lang=en&login=1>

## Part 4: Assessment

**Assessment strategy:** Students will be individually required to propose a content strategy for a given organisation, submitted as a 15 minute video “pitch”. In this pitch, students will be expected to:

Devise and critically evaluate effective strategies for delivering content to support objectives

Create and edit engaging digital content

Present complex ideas effectively

### Assessment tasks:

#### Presentation (First Sit)

Description: Students will present their content creations as a 15 min video “pitch”, demonstrating their ability to create content and explain how the content will meet the desired objectives.

Weighting: 100 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

#### Presentation (Resit)

Description: Students will present their content creations as a 15 min video “pitch”, demonstrating their ability to create content and explain how the content will meet the desired objectives.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

## **Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Marketing Communications [Frenchay] MSc 2023-24

Marketing [Frenchay] MSc 2023-24

Digital Marketing [Frenchay] MSc 2023-24