



Module Specification

Artificial Intelligence

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Part 1: Information

Module title: Artificial Intelligence

Module code: UMKDWV-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: Yes

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Module Description

This module aims to critically examine contemporary applications to new forms of marketing technologies, to engage students in their understanding of wider implications on business and customers. This module will explore the current and potential impact of new, emerging and rapidly growing technologies that enter the market crossing over to industries and sectors whilst detailing the impact upon

societal conditions. With a world faced with emerging technologies, this module will delve into contemporary issues ranging from robotics, augmented realities, virtual worlds, autonomous vehicles, privacy barriers to new forms of technologies and a whole lot more! Students will gain insights into how new forms of technologies are disrupting the market and will seek to explore best practices that are being sought, to challenge the status quo and provide opportunities for digital innovation and implementation.

Features: Module Aims

This module seeks to address the ever changing and revolving technological ecosphere and to enlighten the wider impact on emerging technologies to different business contexts. This module equips students with theoretical and practical knowledge pertaining to new forms of technologies, with a clear trajectory to disseminate knowledge to better understand how technologies can be utilised within the context of modern systems and processes. This module equips students with a comprehensive insight into current and future technological digital trends, whilst giving students skillsets in exploring new technologies and how these practices are exploited within the market. Comprehensive knowledge of the different facets of technological advancements and concurrent boundaries of technologies, provides forecasting abilities for strategic decision-making capabilities with a detailed insight into the wider impact on society through understanding the dichotomy between ethical and moral considerations. This module aims to provide the cohort with an understanding of the key challenges and opportunities that emerging technologies brings to the market, through employing user case studies that showcases disruptive innovations within the market.

Educational aims: Learning outcomes are as follows:

To discuss and critically identify new and developing contemporary issues relating to technologies and their application within the industry through adopting real-world case studies and analyses.

Demonstrate an understanding of how emerging technologies innovate service settings whilst detailing advantages, limitations, and future trends within the market.

Evaluate and implement business strategies for the impact of technologies for digital marketing with a focus upon future societal impacts, moral and ethical considerations.

Demonstrate the ability to draw complex ideas and arguments whilst justifying and offering potential solutions.

Outline syllabus: This course will introduce various cutting-edge technologies and explore the interactions between the technologies and the users. Some of the topics that will be covered are as follows:

1. New forms of emerging technologies within marketing
2. Applications of AI in marketing – machine learning, deep learning, virtual agents and other forms of marketing automation processes
3. Applications of AI in marketing – understanding social robots within customer service contexts
4. Creating value in digital worlds (the wider implementation of IoT, virtual reality, virtual assistants, online environments, augmented reality and big data).
5. Marketing surveillance (from data visualisation to big data technologies – Block Chain and Cryptocurrencies).
6. Marketing technologies and contemporary issues relating to privacy/ethical considerations relating to the wider impact on society.

Part 3: Teaching and learning methods

Teaching and learning methods: Teaching and Learning Methods

Students will learn through a mix of lectures and workshops which will provide time for group work, case study analysis, online exercises and simulation activities to commence. You'll be expected to read independently to broaden and strengthen your learning in line with the essential and recommended reading lists.

Throughout this module, you will develop your communication and presentation skills, IT and numeracy skills, and project and time management skills throughout. Students are encouraged to problem solve, conduct critical thinking, analysis, evaluation and provide a degree of innovation skills throughout this module.

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

MO1 To discuss and critically identify new and developing contemporary issues relating to technologies and their application within the industry through adopting real-world case studies and analyses.

MO2 Demonstrate an understanding of how emerging technologies innovate service settings whilst detailing advantages, limitations, and future trends within the market.

MO3 Evaluate and implement business strategies for the impact of technologies for digital marketing with a focus upon future societal impacts, moral and ethical considerations.

MO4 Demonstrate the ability to draw complex ideas and arguments whilst justifying and offering potential solutions.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 128 hours

Face-to-face learning = 22 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/5D4BA4C6-5E7D-111F-731E-B089B42A3E5E.html?lang=en&login=1>

Part 4: Assessment

Assessment strategy: Assessment

Students should produce an individual business report on an innovative emerging technology of their choice, applied to an organisation of their choice. The report should identify some of the market opportunities for this technology, alongside advantages and disadvantages to the chosen business. Discussions upon how this technology disrupts the market, future possibilities and recommendations should be outlined accordingly.

Assessment tasks:**Written Assignment (First Sit)**

Description: Students should produce an individual business report.

Weighting: 100 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Written Assignment (Resit)

Description: Students should produce an individual business report.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Marketing [Frenchay] MSc 2023-24

Digital Marketing [Frenchay] MSc 2023-24

Marketing Communications [Frenchay] MSc 2023-24

