



Module Specification

Marketing in a Digital World

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Part 1: Information

Module title: Marketing in a Digital World

Module code: UMMTBF-30-3

Level: Level 6

For implementation from: 2027-28

UWE credit rating: 30

ECTS credit rating: 15

College: College of Business and Law

School: CBL Bristol Business School

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 look at different ways of creating digital content, before considering how digital content can be used at each stage of the marketing funnel. As well as discussing different content formats, we will also look at ways of releasing content to consumers through a wide range of digital marketing tools (such as websites and social media) and associated theory.

Features: Not applicable

Educational aims: Students will learn to design a variety of effective digital content, evaluating and applying appropriate academic literature to explain why this content would appeal to a potential customer. Students will then utilise this content strategically, using a range of digital marketing tools relating to each stage of the marketing funnel.

Outline syllabus: In the first part of the module (approximately 6 weeks), students will study a range of digital content creation methods to create images, video, audio, and textual content. Students will consider academic research relating to each format, to understand the appeal of different digital content formats to a range of audiences. Students will also learn about the evolution of generative artificial intelligence and methods for using AI. This will include consideration of ethical perspectives relating to the creation of content and use of AI in particular.

In the second part of the module (approximately 6 weeks), students will consider the use of digital content in relation to the marketing funnel. This will focus on digital marketing tactics used in professional digital marketing campaigns, including both organic (free) and advertising (paid-for) campaigns. Tactics and channels will include use of websites and apps, social media, search engines, podcasts, email, and other forms of direct digital messaging. Lastly, we will consider appropriate ways of measuring the effectiveness of digital marketing campaigns.

Part 3: Teaching and learning methods

Teaching and learning methods: The module uses taught sessions to provide an overview of topic areas, but emphasis is placed on practice and participation where problems/case studies/presentations/discussions generate insight into the usefulness of theoretical approaches.

Preparation and independent study involves students using a range of reading material such as books, journals and professional publications to deepen their understanding of the concepts introduced during taught sessions, where student can also participate and practice techniques. Extensive use is made of VLE enabling

students to access course materials, lecture slides, useful research links, announcements, discussion boards and e-mail.

This module will teach skills that reflect the digital marketing workplace, helping to ensure graduates are ready and able to apply their learning through a career involving digital marketing. Tutorials will focus on using digital marketing tools to create and distribute digital marketing content.

Tutorials will be supported by lectures presenting research and theory relating to consumption of digital marketing content, and lectorials discussing the practice of digital marketing from a professional perspective.

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

MO1 Demonstrate knowledge and critical understanding of appropriately identified and selected contemporary theory relating to the appeal of digital content

MO2 Demonstrate an integral conceptual understanding of the ideas, arguments theories and techniques relevant to the creation of new digital content.

MO3 Integrate and synthesize learning holistically to develop appropriate strategic recommendations for the use of relevant digital tools within a measurable digital marketing campaign

MO4 Reflect critically on the ethical dilemmas and challenges demonstrating an understanding of the ambiguity uncertainty and limits of knowledge relating to the use of digital marketing content

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/ummtbf-30-3.html) via the following link <https://uwe.rl.talis.com/modules/ummtbf-30-3.html>

Part 4: Assessment

Assessment strategy: The assessment strategy for the module builds on the practice based approach used across programmes and students to demonstrate a real world understanding in a practitioner subject. The presentation is a strong feature in marketing sectors and as such the intention of the presentation as assessment strategy is to enable students to demonstrate their depth of understanding and acritical application and evaluation abilities through a creative means. replicating the authenticity of marketing professional practice.

Assessment is designed to build in the student's individual experience in relation to the syllabus and supporting them in submitting an authentic assessment in line with university assessment policies. The overarching aim is to ensure it is the student's original work that is being submitted.

Assessment tasks:

Presentation (First Sit)

Description: Video presentation (30 minutes)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Presentation (Resit)

Description: Video presentation - 30 minutes

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business and Events Management {Foundation} [Frenchay] BA (Hons) 2024-25

Business and Management {Foundation} [Frenchay] BA (Hons) 2024-25

Business Management and Marketing {Foundation} [Frenchay] BA (Hons) 2024-25

Marketing {Foundation} [Frenchay] BA (Hons) 2024-25

Business and Events Management [Phenikaa] BA (Hons) 2025-26

Business and Management [Phenikaa] BA (Hons) 2025-26

Business and Management [Villa] BA (Hons) 2025-26

Business and Management [BIBM] BA (Hons) 2025-26

Business Management and Marketing [Phenikaa] BA (Hons) 2025-26

Business Management and Marketing [Villa] BA (Hons) 2025-26

Marketing [UFM] BA (Hons) 2025-26

Business Management with Marketing {Dual} [Taylors] BA (Hons) 2025-26

Business and Events Management [Frenchay] BA (Hons) 2025-26

Business and Management [Frenchay] BA (Hons) 2025-26

Business Management and Marketing [Frenchay] BA (Hons) 2025-26

Marketing [Frenchay] BA (Hons) 2025-26

Business and Management [Frenchay] BA (Hons) 2025-26