

CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data

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Module Title	Interactive and Digital Marketing				
Module Code	UMKD6S-15-3	Level	3	Version	1.1
Owning Faculty	FBL	Field	Marketing		
Contributes towards	BA (Hons) Business and Management; BA (Hons) Business Management with Marketing, BA(Hons) Marketing and BA(Hons) Marketing Communications BSc(Hons) Data Science				
UWE Credit Rating	15	ECTS Credit Rating	7.5	Module Type	Standard
Pre-requisites			Co- requisites		
Excluded Combinations	None		Module Entry requirements	Stand alone	
Valid From	September 2012		Valid to		

CAP Approval Date	QMAC Dec 11
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Part 2: Learning and Teaching

Learning Outcomes	<p>Following successful completion of this module, students should:-</p> <ol style="list-style-type: none"> 1. Demonstrate understanding of interactive and digital marketing within a marketing management context, paying due regard to changes in the traditional marketing paradigm and the advent of new enabling techniques.(A & B) 2. Apply interactive and digital marketing knowledge to the development of persuasive direct and digital marketing plans, including effective use of social media.(B) 3. Analyse complex interactive and digital marketing scenarios, identify and evaluate alternative strategies, offer imaginative solutions through the use of various interactive and digital marketing tools and frameworks. (B) 4. Make selective and critical use of academic material in addressing interactive and digital marketing problems. (A) 5. Demonstrate their ability to communicate effectively in written form .(A &B)
Syllabus Outline	<ul style="list-style-type: none"> - Introduction: Juxtapose traditional marketing with interactive marketing - The marketing database: database basics, data fusion and data analysis & data mining (including use of SPSS and CHAID software for profiling) - Segmentation and targeting using new demographics, psychographics and geo-demographics - Direct and digital marketing measures (LTVs, FRAC, allowable costs, measures of on-line activity and consumer behaviour, etc.) Statistical principles for prediction in interactive and digital marketing Research and testing in interactive marketing Interactive marketing planning & campaign management - Strategies for acquisition and retention - Interactive marketing media (including social media) and creativity

	- Google analytics and Search Engine Optimisation (SEO)																																																											
Contact Hours/Scheduled Hours	Contact will be through three hours a week of lectures and seminars. Students will be expected to prepare for the seminar activity and guidance will be given on the content of that preparation																																																											
Teaching and Learning Methods	<p>The teaching and learning strategy associated with this module is based around a series of lecture and workshop sessions. Lectures are used to develop a body of knowledge and offer signposts for further reading and knowledge development in the field. Workshops offer the opportunity to apply the theory accrued in both lectures and private study primarily through the use of case studies and the critical appraisal of 'live' cases and issues – plus hands-on data analysis sessions. Over the course of the module, input from the Social Market Centre at UWE may be capitalised upon.</p> <p>Students will be exposed to a variety of different learning activities which may include the following:-</p> <ul style="list-style-type: none">- Case study analysis- Software application for profiling and data analysis- Guest lectures- Problem-based challenges- Interactive games <p>The study time associated with the module is based on 10:1 ratio of notional student study hours to credit value.</p>																																																											
Key Information Sets Information	<p>Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.</p> <table><tr><th colspan="5">Key Information Set - Module data</th></tr><tr><td colspan="5"></td></tr><tr><td colspan="4">Number of credits for this module</td><td>15</td></tr><tr><td colspan="5"></td></tr><tr><th>Hours to be allocated</th><th>Scheduled learning and teaching study hours</th><th>Independent study hours</th><th>Placement study hours</th><th>Allocated Hours</th></tr><tr><td>150</td><td>36</td><td>114</td><td>0</td><td>150</td></tr><tr><td colspan="5"></td></tr></table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <p>Written Exam: Unseen written exam, open book written exam, In-class test Coursework: Written assignment or essay, report, dissertation, portfolio, project Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam</p> <p>Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:</p> <table><tr><td colspan="2">Total assessment of the module:</td><td></td><td></td></tr><tr><td colspan="2"></td><td></td><td></td></tr><tr><td colspan="2">Written exam assessment percentage</td><td colspan="2">50%</td></tr><tr><td colspan="2">Coursework assessment percentage</td><td colspan="2">50%</td></tr><tr><td colspan="2">Practical exam assessment percentage</td><td colspan="2">0%</td></tr><tr><td colspan="2"></td><td colspan="2">100%</td></tr></table>	Key Information Set - Module data										Number of credits for this module				15						Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150						Total assessment of the module:								Written exam assessment percentage		50%		Coursework assessment percentage		50%		Practical exam assessment percentage		0%				100%	
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Reading Strategy	<p>All students will be encouraged to make full use of the print and electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through websites and information gateways. The University Library web pages provide access to subject relevant resources and services and to the library catalogue. Many of these resources can be accessed remotely. Students will be presented with opportunities within the curriculum to develop their information retrieval and evaluation skills in order to identify such resources effectively.</p> <p>Students will be directed and expected to undertake essential reading throughout the module. However, depending upon specific topics addressed over the course of the module, students will be expected to undertake additional reading for themselves. A list of indicative textbooks and relevant journals is provided below but students are expected to recognise that these may be starting points only and that they should extend their reading as widely as is necessary to demonstrate a comprehensive knowledge.</p> <p>Essential reading There is not a single book that covers everything on the module – students are required to look at various books to cover the syllabus. However, students are expected to purchase or have open access to following text as it is considered to be the most appropriate for the module:-</p> <p>Chaffey, D. (2008) ,<i>eMarketing eXcellence: Planning and optimising your digital marketing (Emarketing Essentials)</i>, 3rd edition, Butterworth-Heinemann, USA</p>
Indicative Reading List	<p>Books</p> <ul style="list-style-type: none"> - Bird, D, (2007) <i>Common-sense Direct and Digital Marketing, 5th edition</i>. Kogan Page - Chaffey, D. (2006), <i>Total E-mail Marketing,; Maximizing your results from integrated e-marketing (Emarketing Essentials)</i>, 2nd edition, Butter-worth-Heinemann - Chaffey, D. ,Ellis-Chadwick, F., Johnston, M., Mayer, M., (2008) <i>Internet Marketing: Strategy, Implementation and Practice</i>, 5th edition, FT, Prentice Hall, England - Chaston, I., (2001), <i>@-Marketing Strategy</i>, McGraw Hill, England - Clapperton, G. (2008) <i>This is Social Media: Tweet, Blog, Link and Post Your Way to Business Success</i>, John Wiley and sons, New Jersey - Halligan B and Shah, D. (2010), <i>Inbound Marketing: Get Found Using Google, Social Media and Blogs (The New Rules of Social Media)</i>,Wiley and Sons, New Jersey - Little E., Marandi, E. (2003), <i>Relationship Marketing Management</i>, Thomson, England - McCorkell G., (1997), <i>Direct and Database Marketing</i>. Kogan Page - McCorkell G., Thomas B. (2002), <i>The Interactive and Direct Marketing Guide</i> - Miles, C., J., (2009), <i>Interactive Marketing: Revolution Or Rhetoric?</i>, Routledge - O'Malley, L., Patterson, M. & Evans, M.J., (2008), <i>Exploring Direct Marketing</i>. Thomson International Press. - Sargeant A. and West D., (2001) <i>Direct and Interactive Marketing</i>. Oxford University Press - Tapp, A. (2008) <i>Principles of Direct and Database Marketing: A Digital Orientation</i>, 4th Edition, FT Prentice Hall <p>Academic and Practitioner Journals: Journal of Database Marketing & Customer Strategy Management Journal of Direct, Data and Digital Marketing Practice Journal of Interactive Marketing Journal of Targeting, Measurement and Analysis for Marketing Journal of Marketing Communications Journal of Marketing Management European Journal of Marketing</p>

	Precision Marketing Direct Response Marketing Direct Other: Any/all broadsheet newspapers
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Part 3: Assessment

Assessment Strategy	<p>Assessment is a 2 hour exam and a 2,000 word coursework.</p> <p>The exam is case study based and tests students' ability to analyse, critique, and apply direct and digital marketing knowledge (theories and frame works) to a real life case.</p> <p>The coursework requires students to apply interactive and digital marketing knowledge to the development of a persuasive direct and digital marketing plan.</p> <p>Formative assessment strategies, such as a direct questioning, peer assessment and feedback, will be utilised throughout the module delivery to assist students to have a clear understanding of the module learning outcomes, they will be assessed and to give students the opportunity to set their own goals.</p>
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Identify final assessment component and element	Component A	
% weighting between components A and B (Standard modules only)	A:	B:
	50%	50%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. 2 hour exam	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Marketing plan (2,000 words)	100%	

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) Description of each element	Element weighting (as % of component)
1. 2 hour exam	100%
Component B Description of each element	Element weighting (as % of component)
1 Marketing plan (2,000 words)	100%
If a student is permitted an EXCEPTIONAL RETAKE of the module the assessment will be that indicated by the Module Description at the time that retake commences.	