



Module Specification

Interactive and Digital Marketing

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Part 1: Information

Module title: Interactive and Digital Marketing

Module code: UMKD6S-15-3

Level: Level 6

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

Delivery locations: Not in use for Modules

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: Not applicable

Features: Not applicable

Educational aims: See Learning Outcomes

Outline syllabus: 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 and campaign management.

Strategies for acquisition and retention

Interactive marketing media (including social media) and creativity

Google analytics and Search Engine Optimisation (SEO)

Part 3: Teaching and learning methods

Teaching and learning methods: 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.

Students will be exposed to a variety of different learning activities which may include the following:

Case study analysis

Software application for profiling and data analysis

Guest lectures

Problem-based challenges

Interactive games

The study time associated with the module is based on 10:1 ratio of notional student study hours to credit value.

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.

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

MO1 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.

MO2 Apply interactive and digital marketing knowledge to the development of persuasive direct and digital marketing plans, including effective use of social media.

MO3 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.

MO4 Make selective and critical use of academic material in addressing interactive and digital marketing problems.

MO5 Demonstrate their ability to communicate effectively in written form

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

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

Part 4: Assessment

Assessment strategy: Assessment is a 2 hour exam and a 2,000 word coursework.

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.

The coursework requires students to apply interactive and digital marketing knowledge to the development of a persuasive direct and digital marketing plan.

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.

Assessment components:

Examination (First Sit)

Description: 2 hour exam

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO4, MO5

Written Assignment (First Sit)

Description: Marketing plan (2,000 words)

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5

Examination (Resit)

Description: 2 hour Exam

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO4, MO5

Written Assignment (Resit)

Description: Marketing plan (2,000 words)

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business and Management [Sep][FT][NepalBrit][3yrs] BBA (Hons) 2021-22

Business and Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business and Management [Jan][FT][Villa][3yrs] BA (Hons) 2021-22

Business and Management [May][FT][Villa][3yrs] BA (Hons) 2021-22

Business and Management [Sep][FT][Villa][3yrs] BA (Hons) 2021-22

Business and Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Business and Management {Dual} [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business and Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

Business Studies {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Business and Management [Jan][SW][Villa][4yrs] BA (Hons) 2020-21

Business and Management [May][SW][Villa][4yrs] BA (Hons) 2020-21

Business and Management [Sep][SW][Villa][4yrs] BA (Hons) 2020-21

Business and Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business and Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business and Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20