



MODULE SPECIFICATION

Part 1: Information			
Module Title	Digital Marketing Communication		
Module Code	UMKDMQ-15-3	Level	3
For implementation from	September 2017		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Business and Law	Field	Marketing
Department	BBS: Business and Management		
Contributes towards	BA (Hons) Business and Management; BA (Hons) Business Management with Marketing, BA(Hons) Marketing and BA(Hons) Marketing Communications; BSc(Hons) Business Computing		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	UMKD6S-15-3		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>Today there are very few marketing communication campaigns that do not include at least some consideration of digital marketing communications. Often this involves the creation of some form of online content, plus some way of attracting attention through perhaps search engines or social media.</p> <p>This module will help students to understand how marketing communications concepts and theory can be applied when communicating with an audience in an online environment. It will therefore look at the specific principles and techniques that underpin digital marketing campaigns, as well as covering relevant psychological concepts relating to different forms of content. Formal lectures will present theory and concepts for each theme covered, but tutorials will include practical sessions using industry-standard tools. A lecture 'in context' each week will also discuss examples and case studies relating to the lectures and tutorials.</p> <p>Topics covered within this module will include:</p> <ul style="list-style-type: none"> • Online segmentation • Creation of persuasive online content • Social networks • Search engine optimisation • Pay-per-click • Online display advertising • Email and text messaging • Using social media for marketing • An introduction to online measurement and analytics

Part 3: Assessment

This module is intended to lead students to the point where they can propose a concise campaign of digital marketing activity in response to a brief. Therefore, the summative assessment will require students to demonstrate their knowledge and application of the theory, concepts, and techniques that they will learn about during the module.

To create controlled conditions for this assessment and therefore reduce the potential for plagiarism, this campaign will be proposed through the submission of a 20-minute video 'pitch', including a PowerPoint presentation (with appropriate referencing) and a clear image of the student whilst presenting this information. The accompanying slides must also be submitted.

Ahead of the video submission, all students will be invited to submit a 500-word written plan outlining their intended pitch. A pro forma will be provided. Formative feedback will be provided on the plan ahead of the submission of component A. It is strongly recommended that all students submit a written plan, although the overall module grade awarded will be determined only by the final video submission.

The assessment:

Component A

A 20-minute individual pitch presentation in response to a stated brief, outlining a proposal for a digital marketing communication campaign for a named organisation. This will be submitted through an online video. The accompanying slides must also be submitted, including references and a brief rationale for the decisions made.

Identify final timetabled piece of assessment (component and element)	Component A	
% weighting between components A and B (Standard modules only)	A:	B:
	100%	0%

First Sit

Component A (controlled conditions) Description of each element	Element weighting (as % of component)
1. A 20-minute individual pitch presentation, including submission of slides.	100%
Component B Description of each element	Element weighting (as % of component)
N/A	

Resit (further attendance at taught classes is not required)

Component A (controlled conditions) Description of each element	Element weighting (as % of component)
1. A 20-minute individual pitch presentation, including submission of slides.	100%
Component B Description of each element	Element weighting (as % of component)
N/A	

Part 4: Teaching and Learning Methods

Learning Outcomes	<p>On successful completion of this module, students will be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate understanding of digital marketing communication techniques and concepts. 2. Whilst recognising contextual changes in the marketing environment, acknowledge relevant psychological concepts and communications theory. 3. Apply digital marketing techniques and concepts to the development of a persuasive digital marketing communication campaign. 4. Research and analyse a digital marketing scenario in order to recommend a
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	<p>strategic response.</p> <p>5. Confidently propose a coherent campaign of digital marketing activity, using appropriate visual materials.</p> <p>6. Make selective and critical use of relevant academic material to justify campaign proposals.</p>																																			
<p>Key Information Sets Information (KIS)</p> <p>Contact Hours</p> <p>Total Assessment</p>	<table border="1" data-bbox="518 309 1430 696"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> </thead> <tbody> <tr> <td colspan="4"></td> <td style="text-align: center;">15</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 style="text-align: center;">150</td> <td style="text-align: center;">36</td> <td style="text-align: center;">114</td> <td style="text-align: center;">0</td> <td style="text-align: center;">150</td> </tr> </tbody> </table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p> <table border="1" data-bbox="628 1037 1323 1272"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="text-align: center;">100%</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</td> </tr> </tbody> </table>	Key Information Set - Module data					<i>Number of credits for this module</i>									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	0%	Coursework assessment percentage	0%	Practical exam assessment percentage	100%		100%
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<p>Reading List</p>	<p>https://uwe.rl.talis.com/lists/AA3356A2-E442-E478-98D7-19C742A62600.html?draft</p> <p>The core text for the module is likely to be Dahl, S. (2015) <i>Social Media Marketing: Theories and Applications</i>. London: Sage.</p> <p>Two more textbooks will be strongly recommended:</p> <ul style="list-style-type: none"> • Nahai, N. 2012, <i>Webs of influence: the psychology of online persuasion : the secret strategies that make us click</i>, Pearson Business, Harlow. • Dodson, I. 2016, <i>The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns</i>, Wiley. <p>Other useful books:</p> <ul style="list-style-type: none"> • Athique, A. (2013) <i>Digital Media and Society: An Introduction</i>. Cambridge: Polity • Baym, N.K. (2015) <i>Personal connections in the digital age</i>. 2nd ed. Cambridge: Polity* • Castells, M. (2015) <i>Networks of outrage and hope: social movements in the Internet age</i>. 2nd ed. Cambridge: Polity* • Fennis, B.M. & Stroebe, W. (2016) <i>The psychology of advertising</i>. 2nd ed. London: Routledge* • Fill, C. (2013) <i>Marketing Communications: Brands, Experiences and Participation</i>. 6th ed. Harlow: Pearson* • Horten, M. (2016) <i>The Closing of the Net</i>. Malden: Polity Press • Jefferson, S. and Tanton, S. (2015) <i>Valuable Content Marketing: How to Make</i> 																																			

- Quality Content Your Key to Success*. 2nd ed. London: Kogan Page*
- Kingsnorth, S. (2016) *Digital marketing strategy: an integrated approach to online marketing*. London: Kogan Page*
 - Lovink, G. (2011) *Networks Without A Cause*. Cambridge: Polity
 - Nahon, K. and Hemsley, J. (2013) *Going Viral*. Cambridge: Polity*
 - Perloff, R.M. (2014) *The Dynamics of Persuasion*. Abingdon: Routledge
 - Ryan, D. (2014) *Understanding Digital Marketing*. 3rd ed. London: Kogan Page*
 - Ryan, D. (2015) *Understanding Social Media*. London: Kogan Page*
 - Strong, C. (2015) *Humanizing Big Data*. London: Kogan Page
 - Tuten, T.L. and Solomon, M.R. (2015) *Social Media Marketing*. 2nd ed. London: Sage*
 - Verhoef, P.C., Kooge, E. & Walk, N. (2016) *Creating value with big data analytics: making smarter marketing decisions*, London: Routledge*

* These books are also available as e-books via the library catalogue

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First CAP Approval Date	15 December 2016 - Version 1 link to RIA			
Revision CAP Approval Date <i>Update this row each time a change goes to CAP</i>	28 June 2017	Version	2 3	No RIA – work log 4404 <i>Link to RIA</i>