



Module Specification

Digital Marketing Communication

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Part 1: Information

Module title: Digital Marketing Communication

Module code: UMKDMQ-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: Integrated Marketing Communications 2023-24

Excluded combinations: Interactive and Digital Marketing 2023-24

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: 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.

Features: Not applicable

Educational aims: 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.

Outline syllabus: Topics covered within this module will include:

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: Teaching and learning methods

Teaching and learning methods: 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.

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

MO1 Demonstrate understanding of digital marketing communication techniques and concepts.

MO2 Whilst recognising contextual changes in the marketing environment, acknowledge relevant psychological concepts and communications theory.

MO3 Apply digital marketing techniques and concepts to the development of a persuasive digital marketing communication campaign.

MO4 Research and analyse a digital marketing scenario in order to recommend a strategic response.

MO5 Confidently propose a coherent campaign of digital marketing activity, using appropriate visual materials.

MO6 Make selective and critical use of relevant academic material to justify campaign proposals.

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/modules/umkdmq-15-3.html) via the following link

<https://uwe.rl.talis.com/modules/umkdmq-15-3.html>

Part 4: Assessment

Assessment strategy: 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:

Assessment task: 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.

Assessment components:

Presentation (First Sit)

Description: 20 minute individual pitch presentation, including submission of slides

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Presentation (Resit)

Description: 20 minute individual pitch presentation, including submission of slides

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Part 5: Contributes towards

This module contributes towards the following programmes of study:

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

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

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

Business Computing [Sep][FT][Frenchay][3yrs] BSc (Hons) 2021-22

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

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

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

Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

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

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

Business Computing {Foundation} [Sep][FT][Frenchay][4yrs] BSc (Hons) 2020-21

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

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

Business Management with Marketing {Dual} [Mar][SW][Taylors][4yrs] BA (Hons)
2020-21

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

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

Business Management with Marketing {Dual} [Aug][SW][Taylors][4yrs] BA (Hons)
2020-21

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

Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

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

Marketing Communications [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Marketing Communications {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-
21

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

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

Marketing Communications {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons)
2019-20