UWE | University
Bristol | of the
West of
England

MODULE SPECIFICATION

Part 1: Information			
Module Title	Digital Marketing Strategy		
Module Code	UMKDQX-15-3	Level	3
For implementation from	*September 2019*		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	FBL	Field	Marketing
Department	BBS, Business and Management		
Contributes towards	BA (Hons) Marketing; BA(Hons) Marketing Communications; BA (Hons) Business Management with Marketing; BA(Hons) Business and Events Management		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description
The teaching and learning strategy associated with this module is based around a series of lecture and tutorials. Lectures are used to develop a body of knowledge and offer recommendations for further related reading and knowledge development. Tutorials offer the opportunity for critical application of the theory accrued in lectures and private study, primarily through the use of topical and wide-ranging case studies. Students will be exposed to a variety of different learning activities which may include the following:- - Case study analysis - Guest lectures covering aspects of commercial digital marketing - Problem-based challenges . You will cover: **The syllabus is divided into three parts:-** **1) The Digital commercial marketing environment** The concept and theory underpinning commercial and not for profit digital marketing; key issues and challenges associated with selling and marketing in the digital environment; analysis of the online micro and macro environments **2) Digital Marketing Strategy** Digital marketing strategy for commerce, the impact of digital media on the marketing mix, integration with traditional/offline marketing techniques, relationship marketing using digital techniques

3) Digital marketing in practice
B2C digital marketing in practice; B2B digital marketing in practice; C2C digital marketing in practice; the commercial role of social media; content marketing; direct and database marketing

Contact will be through three hours of lectures and seminars each week. Students will be expected to prepare for the seminar activity and guidance will be given on the content of that preparation.

Part 3: Assessment

Assessment is based on two summative components.

Component A: is a group presentation in which students will be individually assessed on their ability to apply, evaluate and analyse an organisations digital and offline marketing activity and relevant key theories taught in the module, integrating that theory into the analysis.

Component B: is a 2,500 word written report that analyses how a well-known brand integrates its commercial digital marketing activity with its traditional/offline marketing activity. This is intended to enable assessment relating to skills of analysing company and market information and rationalising clear recommendations, developing critical analysis of key module concepts covered in the course and their appropriate application to real world commercial marketing activity.

Formative feedback on the written report is provided and in-class seminar/ workshop activities centred on discussion and non-assessed presentation of case studies provides ongoing opportunities for informal feedback.

Identify final timetabled piece of assessment (component and element)	Component A	
	A:	**B:**
% weighting between components A and B (Standard modules only)	25%	75%

First Sit	
Component A (controlled conditions) **Description of each element**	**Element weighting** (as % of component)
1. Group Presentation (15 mins)	100%
Component B **Description of each element**	**Element weighting** (as % of component)
1. Individual essay (2,500 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. Individual Presentation (5 mins)	100%
Component B **Description of each element**	**Element weighting** (as % of component)
1. Individual essay (2,500 words)	100%

Part 4: Learning Outcomes & KIS Data

Learning Outcomes	Following successful completion of this module, students should be able to:
	1. Reflect upon the key marketing issues involved in the development of an organisation's commercial digital marketing activity.
	2. Develop and formulate digital marketing strategies and how to integrate digital activity with traditional/offline commercial marketing activity

	3. Demonstrate an understanding of how different digital marketing channels, tools and techniques are used in B2B, B2C and C2C environments
	4. Demonstrate the ability to apply theoretical and conceptual knowledge to practical digital marketing contexts.
	5. Demonstrate critical awareness of the complexities and nuances presented by the challenge of operating in digital markets.

Key Information Sets Information (KIS)	

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	✅

Contact Hours (row label)

The table below indicates as a percentage the total assessment of the module which constitutes a;

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)

Total Assessment (row label)

Total assessment of the module:			
Written exam assessment percentage			0%
Coursework assessment percentage			75%
Practical exam assessment percentage			25%
			100%

Reading List	*Reading list link https://uwe.rl.talis.com/search.html?q=UKMDQX-15-3&qbutton=*

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First Approval Date (and panel type)	15 January 2019 link to RIA			
Revision ASQC Approval Date *Update this row each time a change goes to ASQC*		Version	*2*	