



Module Specification

Digital Marketing Strategy

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Part 1: Information

Module title: Digital Marketing Strategy

Module code: UMKDQX-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

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: 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

Outline syllabus: 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

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 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.

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.

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

MO1 Reflect upon the key marketing issues involved in the development of an organisation's commercial digital marketing activity.

MO2 Develop and formulate digital marketing strategies and how to integrate digital activity with traditional/offline commercial marketing activity

MO3 Demonstrate an understanding of how different digital marketing channels, tools and techniques are used in B2B, B2C and C2C environments

MO4 Demonstrate the ability to apply theoretical and conceptual knowledge to practical digital marketing contexts

MO5 Demonstrate critical awareness of the complexities and nuances presented by the challenge of operating in digital markets

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 based on two summative components.

Task 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.

Task 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.

Assessment tasks:

Presentation (First Sit)

Description: Group Presentation (15 mins)

Weighting: 25 %

Final assessment: No

Group work: Yes

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

Written Assignment (First Sit)

Description: Individual essay (2,500 words)

Weighting: 75 %

Final assessment: Yes

Group work: No

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

Presentation (Resit)

Description: Group Individual Presentation (5 mins)

Weighting: 25 %

Final assessment: No

Group work: No

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

Written Assignment (Resit)

Description: Individual essay (2,500 words)

Weighting: 75 %

Final assessment: Yes

Group work: No

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

Part 5: Contributes towards

This module contributes towards the following programmes of study:

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

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

Business Management with Marketing {Dual} [Mar][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

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

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

Business and Events Management {Foundation} [Sep][FT][Frenchay][4yrs] BA
(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

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

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

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

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