



MODULE SPECIFICATION

Part 1: Information			
Module Title	Behaviour, Strategy and Content Production		
Module Code	UMKDQP-30-M	Level	M
For implementation from	September 2019		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	FBL	Field	Marketing
Department	Business and Management		
Contributes towards	MSc Digital Marketing		
Module type:	Standard		
Pre-requisites	N/A		
Excluded Combinations	N/A		
Co- requisites	N/A		
Module Entry requirements	N/A		

Part 2: Description
<p>This module will consider the drivers of online behaviour from a psychological perspective, focusing on how and why people interact with online content – in a variety of forms and contexts – including consideration of differences in interaction behaviour between different cultures and nations. Discussion of psychological principles will also include ethical considerations relating to the use of these techniques in marketing.</p> <p>This will lead to ‘hands on’ experience of creating and manipulating digital content, applying psychological principles to create engaging imagery, video and text. Lastly, this module will consider how to structure the delivery of content strategically in order to support specific digital marketing objectives.</p> <p>Among the areas to be covered within this module are:</p> <ol style="list-style-type: none"> 1. Online behaviour: <ol style="list-style-type: none"> a. Similarities and differences between online audiences b. Psychological principles and presentation of content c. Social interaction online 2. Content production <ol style="list-style-type: none"> a. Creating and editing attractive digital imagery b. Writing effective copy c. Filming and editing engaging digital video 3. Creating effective strategies: <ol style="list-style-type: none"> a. Setting meaningful and measurable objectives b. Identifying and targeting online audience segments c. Measuring and evaluating success <p>Workshops will also be provided on video presentation skills.</p>

Part 3: Assessment		
<p>Students will be individually required to propose a content strategy for a given organisation, submitted as a video “pitch”. In this pitch, students will be expected to:</p> <ul style="list-style-type: none"> • Demonstrate advanced knowledge of the drivers of online behaviour from a psychological perspective • Devise and critically evaluate effective strategies for delivering content to support objectives • Create and edit engaging digital content • Present complex ideas effectively <p>The assessment criteria will therefore assess the ability to:</p> <ul style="list-style-type: none"> • Set and justify measurable objectives for the campaign • Research a specific audience to be engaged • Present a range of original content that will engage this audience • Use psychological principles to justify why this content would engage the audience • Explain how they would evaluate the success of the campaign • Present ideas clearly using both verbal and visual information <p>In advance of the final submission, students will be given the opportunity to share and discuss their ideas with their tutor in order to receive formative feedback.</p>		
Identify final timetabled piece of assessment (component and element)	Component A: Individual video pitch presentation	
% weighting between components A and B (Standard modules only)	A: 100%	B:
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Individual 30-minute video pitch presentation with accompanying materials	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. Individual 30-minute video pitch presentation with accompanying materials	100%	
Component B Description of each element	Element weighting (as % of component)	
N/A		
Part 4: Learning Outcomes & KIS Data		
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Demonstrate deep and systematic knowledge of the drivers of online behaviour from a psychological perspective • Devise and critically evaluate effective strategies for delivering content to support objectives • Synthesise theory and practice into coherent arguments in support of recommendations on marketing strategy. • Create and edit engaging digital content. • Show a critical awareness of ethical issues relating to the use of psychological research to influence consumer behaviour 	

<p>Key Information Sets Information (KIS)</p>	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> <tr> <td colspan="4"></td> <td style="border: 2px solid black;">30</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;">300</td> <td style="text-align: center;">72</td> <td style="text-align: center;">228</td> <td style="text-align: center;">0</td> <td style="text-align: center;">300</td> </tr> </tbody> </table>	Key Information Set - Module data					<i>Number of credits for this module</i>									30	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	300	72	228	0	300
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<p>Contact Hours</p>	<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>																									
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<p>Reading List</p>	<p>Reading List link https://rl.talis.com/3/uwe/lists/9B1BA10D-EE16-E2D9-0732-F4572C17F7B8.html?lang=en-US&login=1</p>																									

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First Approval Date (and panel type)	UVP 26 March 2019			
Revision ASQC Approval Date		Version	2	<i>Link to RIA</i>