



Module Specification

Digital Communications

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Part 1: Information

Module title: Digital Communications

Module code: UMKDU4-30-2

Level: Level 5

For implementation from: 2022-23

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Delivery locations: University Centre Weston

Field:

Module type: Standard

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: See Outline Syllabus

Outline syllabus: This module will build upon the Introduction to Marketing module you studied in your first year. Within the module you will study the following key

areas:

The digital commercial marketing environment - this covers the theoretical underpinning knowledge of both commercial and not for profit digital marketing concepts. It also discusses the key issues and challenges associated with selling and marketing within a digital environment and analyses the online micro and macro environments.

Digital Marketing Strategy – you will analyse the impact of digital media on the marketing mix; its integration with traditional/offline marketing techniques and relationship marketing using digital techniques.

Digital marketing in practice – you will analyse how different digital marketing channels, tools and techniques are used in Business-to-Business Marketing, Business to Consumer Marketing and Consumer to Consumer environments.

Part 3: Teaching and learning methods

Teaching and learning methods: See Assessment Atrategy

Module Learning outcomes:

MO1 Reflect upon the development of an organisation's digital communication strategy.

MO2 Assess different digital marketing channels, tools and techniques applied by an organisation.

MO3 Discuss theoretical concepts and models within practical digital marketing contexts.

MO4 Propose well-reasoned and supported sustainable recommendations for future marketing communication strategies.

MO5 Apply collaborative group working skills and communicate findings coherently for a business audience.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 210 hours

Face-to-face learning = 90 hours

Total = 300

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/A1EEA219-D89E-3F2A-D88D-53F569A85712.html?lang=en-GB&login=1) via the following link <https://rl.talis.com/3/uwe/lists/A1EEA219-D89E-3F2A-D88D-53F569A85712.html?lang=en-GB&login=1>

Part 4: Assessment

Assessment strategy: Assessment is based on two summative components.

Component A: is a presentation (15 minutes with 10 minutes for questioning) in which you will initially work in a group to research key themes, for an individually assessed presentation in which you will demonstrate your ability to apply, evaluate and analyse an organisations digital communications marketing activity applying relevant key theory.

Component B: is a 2,500-word written report that reflects upon the development of an organisations marketing communication strategy identifying factors of success and limitations and proposing well-reasoned and supported sustainable recommendations for future strategies.

Opportunities for formative assessment and feedback are built into teaching and practical sessions, through discussion and evaluation of current research.

Assessment components:

Presentation - Component A (First Sit)

Description: Presentation (15 Minutes plus an additional 10 minutes for questions)

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO4, MO5

Report - Component B (First Sit)

Description: Report (2,500 words)

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO3, MO4

Presentation - Component A (Resit)

Description: Presentation (15 Minutes plus an additional 10 minutes for questions)

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO4, MO5

Report - Component B (Resit)

Description: Report (2,500 words)

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

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