



Module Specification

Digital Marketing and Content Production

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Part 1: Information

Module title: Digital Marketing and Content Production

Module code: UABB5V-30-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Creative & Cultural Industries

Partner institutions: None

Delivery locations: Bower Ashton Campus

Field: Broadcast and Journalism

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: The purpose of this module is to demonstrate to students some of the ways in which they can utilise the creative content skills they have acquired in a commercial, digital and content marketing capacity. The tools they will learn in this

module will help them to go out into industry with both the strategic and practical skills which are highly sought after in this sector.

Outline syllabus: - Principles of digital marketing - Situation analysis - exploring the tools to analyse internal and external factors, SWOT, PESTLE, competitor analysis and digital audits/online research; Target market and audience profiling - developing customer personas and an understanding of the target market; Microtargeting; Identifying the relationship between the consumer and the company, product or service.

- Messaging - Digital copywriting and key messages; Developing key messages for your campaigns; strategic communications; writing copy for a variety of different purposes and audiences; Digital marketing and communications mix – selecting digital media channels; Effective strategies for managing a campaign budget.

- Online community management and social media platforms - social publishing, content creation, follower engagement, conflict resolution, follower reach and sentiment; Content strategies and production – producing effective content for the appropriate stage of the marketing/sales funnel (awareness, decision making, purchase, advocacy); Practical content marketing production; Influencer marketing; Livestreaming.

- Evaluation – discover how contemporary digital tools and marketing analytics can be used to evaluate the effectiveness of marketing efforts.

Part 3: Teaching and learning methods

Teaching and learning methods: Lectures will focus on strategic approaches to digital marketing, giving students the tools to understand how their creative content skills can be utilised in a commercial capacity. Workshops sessions will allow students to put their ideas into practice by exploring different approaches to content production.

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

MO1 Gain a comprehensive understanding of digital marketing tools and frameworks, including situational analysis, audience profiling and strategic message development

MO2 Design and develop an effective marketing campaign for a given live brief

MO3 Critically evaluate the effectiveness of the digital marketing mix in response to a given live brief

MO4 Demonstrate an understanding of the role of different social media platforms in disseminating content to specific users for specific promotional purposes

MO5 Apply a wide range of digital and content marketing tactics to the creation of content which clearly addresses a defined audience and marketing objectives

MO6 Identification of the leading data analytics tools widely used in marketing to gather and analyse user/consumer data and how these can inform strategic design-making

Hours to be allocated: 300

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 will be based around the completion of two pieces of coursework, aiming at addressing a live brief. Students will first write a strategic digital marketing plan according to a specified template. Once this is

completed, they will then be asked to produce a portfolio of content which addresses each element of the marketing funnel – awareness, decision-making, purchase and advocacy.

Assessment components:**Written Assignment (First Sit)**

Description: 2000-word digital marketing plan which addresses a live brief.

Weighting: 50 %

Final assessment: No

Group work: No

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

Portfolio (First Sit)

Description: Portfolio: content marketing portfolio, consisting of four pieces which address each part of the marketing funnel (awareness, decision-making, purchase and advocacy)

Weighting: 50 %

Final assessment: Yes

Group work: No

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

Written Assignment (Resit)

Description: 2000-word digital marketing plan which addresses a live brief.

Weighting: 50 %

Final assessment: No

Group work: No

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

Portfolio (Resit)

Description: Portfolio: content marketing portfolio, consisting of four pieces which address each part of the marketing funnel (awareness, decision-making, purchase and advocacy)

Weighting: 50 %

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:

Media Production [Sep][FT][Bower Ashton][3yrs] BA (Hons) 2021-22

Media Production (Creative Content) [Sep][FT][Bower Ashton][3yrs] BA (Hons) 2021-22

Media Production (Creative Content) [Sep][SW][Bower Ashton][4yrs] BA (Hons) 2020-21

Media Production (Creative Content) {Foundation}[Sep][FT][Bower Ashton][4yrs] BA (Hons) 2020-21

Media Production {Foundation}[Sep][FT][Bower Ashton][4yrs] BA (Hons) 2020-21

Media Production [Sep][SW][Bower Ashton][4yrs] BA (Hons) 2020-21