

<b>Module Code:</b>	BUS468
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<b>Module Title:</b>	Leading a Campaign
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<b>Level:</b>	4	<b>Credit Value:</b>	40
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<b>Cost Centre(s):</b>	GAMG	<u>JACS3</u> code:	N211
		<u>HECoS</u> code:	100075

<b>Faculty</b>	Social and Life Sciences	<b>Module Leader:</b>	Gaenor Roberts
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Scheduled learning and teaching hours	44 hrs
Guided independent study	356 hrs
Placement	0 hrs
<b>Module duration (total hours)</b>	<b>400 hrs</b>

<b>Programme(s) in which to be offered (not including exit awards)</b>	Core	Option
FdA Applied Business Management	✓	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

<b>Pre-requisites</b>
None

**Office use only**

Initial approval: 19/06/2019  
 With effect from: 23/09/2019  
 Date and details of revision:

Version no: 1

Version no:

## Module Aims

This overall aim of this module is to recognise the importance of digital marketing in driving success and the impact of influential leadership and cohesive team-working in delivering results. Students will learn about the ever-evolving digital marketing landscape and understand how to increase effectiveness of online campaigns. The module provides students with an awareness of the challenges and opportunities within this environment and outlines the skills and tools required to support an online marketing campaign. The aim is to provide students with both the key theories of social media, as well as providing them with practical experience of how social media can support an organisation's existing marketing strategy. As part of this module students will also be introduced to the key theories and practices that underpin the functions of working as teams and will have the opportunity of putting the knowledge into real-life practice and evaluating its effectiveness.

## Intended Learning Outcomes

Key skills for employability

KS1	Written, oral and media communication skills
KS2	Leadership, team working and networking skills
KS3	Opportunity, creativity and problem solving skills
KS4	Information technology skills and digital literacy
KS5	Information management skills
KS6	Research skills
KS7	Intercultural and sustainability skills
KS8	Career management skills
KS9	Learning to learn (managing personal and professional development, self-management)
KS10	Numeracy

At the end of this module, students will be able to		Key Skills	
1	Identify the role and function of marketing in business.	KS5	KS9
2	Explain the opportunities and challenges presented to organisations by digital marketing	KS1	KS3
		KS4	KS5
		KS9	
3	Demonstrate an understanding of the skills needed to develop, create and manage an online marketing campaign.	KS1	KS2
		KS3	KS4
		KS5	KS6
4	Explain key team-working theories within business environments.	KS2	KS3
		KS6	KS9
5	Demonstrate an understanding of contemporary leadership approaches in business.	KS2	KS5
		KS9	

## Transferable skills and other attributes

Effective communication skills, oral and written  
 Critical thinking, analysis and synthesis  
 Problem-solving skills such as identifying, formulating and solving business problems  
 Self-reflection and reflective learning.  
 Team-working.

### Derogations

None

### Assessment:

#### Indicative Assessment Tasks:

Indicative assessment 1 – This assignment will take the form of a group project: students will be expected to create an online digital marketing campaign for a specific event/promotion, using a range of social media platforms. They will present their ideas, then write a group report justifying the decisions they made relating to their digital marketing strategy.  
 Indicative assessment 2– Produce a written individual reflective account of their learning on this module with a focus on team working and leadership within the group work experience

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration or Word count (or equivalent if appropriate)
1	1, 2, 3,	Group Project	70%	3,000
2	4, 5	Reflective Practice	30%	1,500

### Learning and Teaching Strategies:

This module will be delivered using a combination of face to face lectures, group tutorials and practical exercises, and will utilise real life scenarios to apply the knowledge. There will be a substantial element of online learning, during which students will consolidate learning, undertake research for assessments, participate in discussion forums, and work with peers to complete group activities.

### Syllabus outline:

1. Understanding group dynamics
2. Team working theories
3. Current leadership theories and practices
4. Examples of visionary leadership in global organisations.
5. The importance of marketing
6. Understanding and analysing the marketing environment
7. An introduction to segmentation
8. The Marketing Mix
9. Barriers to effective communication

10. Social Media Marketing
11. Digital marketing Remix
12. Digital communication methods – advantages and disadvantages
13. Appropriateness of media options in different business contexts.
14. New digital technology.

### **Indicative Bibliography:**

#### **Essential reading**

Chaffey, D. and Smith, P.R. (2017), *Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing*. 5th ed. London: Routledge. (available as e-book)

Rees, G. and French, R. (2016), *Leading, Managing and Developing People*. 5th ed. London: CIPD.

#### **Other indicative reading**

##### Websites

[www.digitalmarketinginstitute.com](http://www.digitalmarketinginstitute.com)

[www.cim.co.uk](http://www.cim.co.uk)

[www.theidm.com](http://www.theidm.com)

##### Journals

Journals available through Resourcefinder.