Module specification

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Module code	BUS6A4
Module title	Digital Marketing
Level	6
Credit value	30
Faculty	Glyndŵr University: Faculty of Social and Life Sciences Bloomsbury Institute: School of Business and Accounting
Module Leader	TBC
HECoS Code	100078
Cost Code	GAMG

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) Business Management	Option
BA (Hons) Business Management (Marketing)	Core
BA (Hons) Business Management [Top-up]	Option
BA (Hons) Business Management (Marketing) [Top-up]	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	44 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	**44 hrs**
Placement / work based learning	0 hrs
Guided independent study	256 hrs
Module duration (total hours)	**300 hrs**

Module aims

This module provides students with insights into the digital customer experience and highlights ways to adapt to this changing market, allowing learners to understand and address digital customers' strategic needs. It will provide the knowledge and skills to select and apply, appropriate digital marketing tools, digital channels to market, a responsible, sustainable and ethical digital marketing campaign. The module will also equip the learners with the knowledge needed to understand, improve, and enhance the digital customer journey while complying with relevant legislation and regulations. Finally, it identifies the importance of effective digital monitoring and measurement techniques that enable organisations to improve digital marketing effectiveness performance.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Critically evaluate the impact of digital technologies and digital marketing tools on marketing activities.
2	Examine and critically evaluate the importance of digital analytics in business performance.
3	Apply a range of tools to develop responsible, sustainable and ethical digital marketing campaigns.
4	Evaluate the effectiveness of digital marketing campaigns.

Assessment

This section outlines the type of assessment task the student will be expected to complete as part of the module.

Indicative Assessment 1: Will take the form of written report (2,000 words). This assignment will allow students the opportunity to explore the digital marketing landscape and discuss how digital technologies have affected consumer buying behaviour and organisational marketing activities by analysing a case study. Learners will also expect to evaluate the importance of digital analytics in business performance by looking at the case study content.

Indicative Assessment 2: Will take the form of a group digital marketing simulation activity and a group progress report presentation (10 minutes). In this assessment, students will be given a business case and then to operationalise a digital marketing campaign via a simulation with inclusion of a a social media campaign. Students will also be required to analyse the effectiveness of the digital marketing campaign and to justify the decisions they have made relating to their digital marketing strategy via a reflective progress report presentation (equivalent to 3,000 words in total).

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1, 2	Written Assignment	40%
2	3, 4	Simulation	60%

Derogations

None

Learning and Teaching Strategies

The module will be completed over one term.

Students will undertake 2-weeks of pre-reading and online activities.

The module is taught through weekly 2-hour seminars and 2-hour workshops.

Seminars enable students to undertake directed self-study and to answer questions and solve problems which are set by the lecturer. Students will present their answers and solutions within the seminar group. Seminars enable students to explore further the topics introduced in the lectures.

Workshops follow on from lectures and seminars. They are designed to enable students to work within a small group to perform set tasks (e.g. working on an exercise or case study). They reinforce proactive learning by providing opportunities for discussion and interaction.

The seminar/workshop groups are small, thereby enabling students to develop a deep understanding.

Recorded lectures will be provided through the VLE to provide a broad outline structure for each topic to be covered.

Student digital literacies are developed on this module through the use of:

- Online libraries and databases for gaining access to full-text journal articles and eBooks.
- Communication means provided through the VLE and learning technology applications.
- Online group-work, for planning, developing, improving, submitting and reflecting on collaborative work completed as part of the module.
- Assessment and feedback tools such as Multiple Choice Tests/Quizzes, Turnitin and the VLE's Gradebook – enabling timely and detailed feedback on student work.
- Web-based Office 365
- Digital marketing simulation software

Indicative Syllabus Outline

- The digital landscape
- Remixing the marketing mix
- Traffic generation techniques

- Channel selection and customer insights
- Managing digital channels
- Social Media Marketing
- Designing Digital Experiences
- Planning Digital Marketing
- Digital analytics, monitoring and measurement
- Sustainability and ethics using digital platforms
- Digital Trends

Indicative Bibliography:

Essential Reads

- Chaffey, D. and Smith, P. R. (2017). *Digital Marketing Excellence: planning: planning, optimizing and integrating online market*. 5th ed. Pearson

Other indicative reading

- Ganis, M. and Kohirkar, A (2016) *Social Media Analytics* 1st edition, Pearson
- Tap, A., Whitten, I. and Housden, M. (2014) *Principles of Direct, Database and Digital Marketing* 5th edition, Pearson

Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes
Engaged
Enterprising
Creative
Ethical

Key Attitudes
Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets
Digital Fluency
Organisation
Leadership and Team working
Critical Thinking
Emotional Intelligence

Communication