

MODULE SPECIFICATION PROFORMA

Module Title:	Leading a Campaign	Level:	4	Credit Value:	40
----------------------	--------------------	---------------	---	----------------------	----

Module code:	BUS448	Is this a new module?	Yes	Code of module being replaced:	N/A
---------------------	--------	------------------------------	-----	---------------------------------------	-----

Cost Centre(s):	GAMG	JACS3 code:	N211
------------------------	------	--------------------	------

With effect from:	April 17
--------------------------	----------

School:	Business	Module Leader:	Gaenor Roberts
----------------	----------	-----------------------	----------------

Scheduled learning and teaching hours	44 hrs
Guided independent study	356 hrs
Placement	0 hrs
Module duration (total hours)	400 hrs

Programme(s) in which to be offered	Core	Option
Cert HE in Leadership and Management	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

Pre-requisites
None

Office use only

Initial approval: April 17

Date of revision: *Enter date of approval*

Version: 1

Have any derogations received Academic Board approval?

Yes No N/A

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 leading people and will have the opportunity of putting the knowledge into real-life practice.

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.	KS5	KS9
2	Describe key marketing factors that influence customer behaviour.	KS5	KS9
		KS1	
3	Explain the opportunities and challenges presented by digital marketing	KS1	KS3
		KS4	KS5
4	Develop, create and manage an online marketing campaign.	KS1	KS2

MODULE SPECIFICATION PROFORMA

		KS3	KS4
		KS5	KS6
5	Explain key team-working theories.	KS2	KS3
		KS6	KS9
6	Demonstrate an understanding of contemporary leadership approaches.	KS2	KS5
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			
N/A			

Indicative Assessment:

Indicative assessment 1 and 2 – This assignment will take the form of a group project and presentation: students will be expected to create an online digital marketing campaign for a North Wales tourist event using a range of social media platforms to promote the event. They will present their ideas to a North Wales Tourism representative, then write a group report justifying the decisions they made relating to their digital marketing strategy.

Indicative assessment 3 – 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 (if exam)	Word count (or equivalent if appropriate)
1	1,2,3,4,	Group Project	40		3000
2	1,2,3,4	Presentation	30		15 minutes
3	5,6	Reflective Practice	30		2000

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. The development of marketing concepts
7. Understanding and analysing the marketing environment
8. An introduction to segmentation
9. The Marketing Mix
10. Introducing international marketing
11. Outsourcing communications
12. Setting digital marketing budgets
13. Barriers to effective communication
14. Introduction to e-marketing
15. Social Media Marketing
16. Digital marketing Remix
17. Digital communication methods – advantages and disadvantages
18. Appropriateness of media options in different business contexts.
19. New digital technology.

Bibliography:

Essential reading

Rees G and French R 2015 Leading, Managing and Developing People, 4th Edition, CIPD

Chaffey, D., & Smith, P. R. (2013). Emarketing excellence: Planning and optimizing your digital marketing. London: Routledge.

Other indicative reading

Text books

Chaffey, D., Ellis-Chadwick, F., & Chaffey, D. (2012). Digital marketing: Strategy, implementation and practice. Harlow, U.K.: Pearson.

Strauss, J. & Frost, R. (2014). *E-Marketing; 7th Edition*. London, U.K.; Prentice Hall.

Websites

www.digitalmarketinginstitute.com

www.cim.co.uk

www.theidm.com

Journals

- Journal of Marketing
- Journal of Marketing Communications
- Journal of Integrated Marketing Communications
- Convergence: the journal of research into new media technologies
- Information Technology & People,
- Journal of Communication
- Journal of Interactive Marketing
- Journal of Strategic Marketing.
- International Marketing Review
- Leadership and Organisation Development Journal