

## Module specification

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Module Code	BUS4B4
Module Title	Marketing in a Digital World
Level	4
Credit value	40
Faculty	Faculty of Social & Life Sciences (North Wales Business School)
HECoS Code	100078
Cost Code	GABP

### Programmes in which module to be offered

Programme title	Is the module core or option for this programme
Applied Business	Core
Sustainable Food & Drink Management	Core

### Pre-requisites

N/A

### Breakdown of module hours

Learning and teaching hours	44 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	30 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
<b>Total active learning and teaching hours</b>	<b>44 hrs</b>
Placement / work based learning	0 hrs
Guided independent study	356 hrs
<b>Module duration (total hours)</b>	<b>400 hrs</b>

<b>For office use only</b>	
Initial approval date	30/08/2024
With effect from date	30/08/2024
Date and details of revision	N/A
Version number	01

## Module aims

This module introduces the principles and practices of marketing in the contemporary digital business environment. It assumes no prior knowledge of the subject.

The module provides an overview of the nature and scope of marketing and the environmental forces that affect marketing activity in a digital age, encouraging students to embrace the opportunities that digital technologies present in order to meet objectives for the organisation in an applied context.

The concepts and practices of marketing analysis and planning, including segmentation, targeting and positioning and best practices for consumer and organisational marketing are discussed drawing on case studies and industry examples. Each essential variable of the marketing mix (including product, price, place promotion, physical evidence, people and process) and its impact on marketing planning is also addressed and digital marketing - the ever-evolving landscape and the digital marketing tools, channels and media are explored.

Contemporary, real-world issues such as increased globalisation of markets, digital marketing and the impact of social and ethical considerations for today's marketer are recognised and integrated into the module.

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

1	Apply major theories using key marketing terminology and concepts
2	Analyse case studies and identify appropriate marketing actions
3	Identify the linkages within integrated marketing communications
4	Evaluate the role of consumer behaviour in marketing decision making
5	Demonstrate knowledge of contemporary brand management challenges
6(a) & 6(b)	Identify and achieve two personal learning outcomes (PLOs). These should be personally and professionally relevant and agreed between academic mentor, employer mentor and student.



## **Transferrable Skills**

- Communication
- Analytical skills
- Problem-solving
- Widening horizons
- Improving Learning and Performance

## **Assessment**

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Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook. The portfolio should be 4000 words

The portfolio should demonstrate your knowledge of the topics by applying it to your organisation on an agreed theme or task, linking theory to practice. The portfolio should follow the theme of planning a campaign, developing a marketing plan and a video presentation. The use of innovative digital technologies is encouraged and should be agreed with your tutor, for example the use of media facilities at the University.

Formative assessment tasks completed as part of the weekly online activities should contribute to the summative assessment task.

The portfolio should provide evidence demonstrating achievement of learning outcomes 6(a) & 6(b). These should also be personally and professionally relevant and agreed between academic mentor, employer mentor and student.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	All	Portfolio	100%

## **Derogations**

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None

## **Learning and Teaching Strategies**

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This module will be delivered using a combination of face to face lectures, group tutorials and practical exercises, and will utilise the use of case studies 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

## Indicative Syllabus Outline

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### Introduction to Marketing

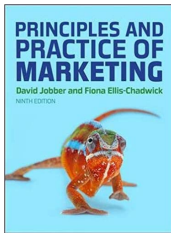
1. The Digital Marketing Environment
2. The Marketing Mix
3. The Competitive Environment
4. Marketing Planning
5. Integrated Marketing Communications
6. The Digital Customer
7. The Digital Marketing Toolbox
8. Market Segmentation, Targeting & Positioning
9. Mass Marketing Communications
10. Direct Marketing Communications
11. Digital Marketing and Media

## Indicative Bibliography:

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Please note the essential reads and other indicative reading are subject to annual review and update.

### Essential Reading



Jobber, D., & Ellis-Chadwick, F. (2019). *Principles and practice of marketing* (9th ed.). Maidenhead: McGraw-Hill



Hanlon, Annmarie (2022). *Digital marketing : strategic planning & integration* (2<sup>nd</sup> ed.) Los Angeles: SAGE

### Other indicative reading



Blythe, Jim, author.; Martin, Jane (2019). *Essentials of marketing* (7<sup>th</sup> ed.). Harlow, England : Pearson



Masterson, Rosalind, author.; Phillips, Nichola, author.; Pickton, David, author. (2021). *Marketing : an introduction*. (5<sup>th</sup> ed.). London SAGE Publications Ltd



Kingsnorth, Simon, author. (2016). *Digital marketing strategy : an integrated approach to online marketing*. London : KoganPage

## **Employability – the University Skills Framework**

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Each module and degree programme are designed to support learners as they develop their graduate skills aligned to the University Skills Framework.

Using the philosophies of the Active Learning Framework (ALF) our 10 skills are embedded within programmes complementing core academic subject knowledge and understanding. Through continuous self-assessment students own their individual skills journey and enhance their employability and career prospects.

This Module forms part of a degree programme that has been mapped against the University Skills Framework.

### **The Wrexham University Skills Framework Level Descriptors: An incremental and progressive approach.**

Learners can use this document to identify where and how they are building skills and how they can develop examples of their success.