

MODULE SPECIFICATION PROFORMA

Module Title:	Digital Marketing	Level:	5	Credit Value:	20
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Module code:	BUS551	Is this a new module?	No	Code of module being replaced:	N/A
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Cost Centre(s):	GAMG	JACS3 code:	N211
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With effect from:	September 18
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School:	Business	Module Leader:	TBC
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Scheduled learning and teaching hours	33 hrs
Guided independent study	167 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered	Core	Option
BSc (Hons) Digital Enterprise and Innovation	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BSc (Hons) Business, Marketing and Consumer Behaviour	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BA (Hons) Applied Business	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BSc (Hons) Sports Management	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BA (Hons) Retail Management	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BA (Hons) Business Development Management	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BSc (Hons) Financial Technology Management	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Pre-requisites
None

Office use only

Initial approval: September 14

Date revised: July 2018 (included in FinTech programme)

Version: 7

Module Aims

This module is about appreciating the importance of the ever-evolving digital landscape and understanding how to develop skills to improve digital marketing effectiveness. It provides students with an awareness of the nature of the challenges and opportunities within the digital environment, and outlines the skills and tools required to support marketing activities online. The module will provide students with both the theoretical underpinnings of social media, as well as providing them with practical experience of how social media can support and complement an organisations existing marketing strategy.

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	Understand and critique the opportunities and challenges presented by the digital landscape and how they influence marketing	KS1	KS3
		KS4	KS5
2	Understand and critique a range theories and concepts relating to digital marketing	KS4	KS5
		KS6	
3	Develop, create and manage an online marketing campaign and assess its effectiveness	KS1	KS2
		KS3	KS4
		KS5	KS6
		KS10	

Derogations

None

Assessment:

The assignment will take the form of a project portfolio; students will be expected to set up a website for a personal interest or hobby (e.g. cooking tapas, ice climbing in North Wales etc.) and then run a digital marketing campaign, using a range of social media platforms (e.g. Twitter, Facebook, Wordpress etc.) to try and promote their website. Towards the end of the module students will be required to analyse the effectiveness of the marketing tactics they have used to promote their website. The portfolio will include: the website, social media platforms used and a report justifying decisions they have made relating to their digital marketing strategy.

Students on the BA (Hons) Applied Business programme will undertake assessment tasks based on their partnered employer.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1,2,3	Portfolio	100		4000

Learning and Teaching Strategies:

Lectures will be provided to students digitally, a minimum of three working days before the classroom tutorials. The classroom tutorials will facilitate interactive discussion and feedback on the lecture material that forms a basis for group work through practical exercises.

The module is embedded within the values and practices espoused in the Glyndŵr University's Teaching and Learning and Assessment strategy whereby students are encouraged to take responsibility for their own learning and staff facilitate the learning process, with the aim of encouraging high levels of student autonomy in learning and the capacity to apply it within the wider environment.

Syllabus outline:

1. Introduction to E-Marketing,
2. ReMix
3. E-Models
4. E-Customers
5. Social Media Marketing
6. Site Design
7. Traffic Building
8. E-CRM
9. Managing Digital Marketing
10. E-Planning

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Bibliography:

Essential reading

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

Other indicative reading

Textbooks

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.
Aull, J. (2014). *Wordpress Seo Success: Search Engine Optimization for Your Wordpress Website or Blog*. Harlow, U.K.: Pearson
Hussey, T. (2010). *Create your own blog: [6 easy projects to start blogging like a pro]*. Indianapolis, Ind: Sams Pub.

Journals

Convergence: the journal of research into new media technologies
Information Technology & People,
Journal of Communication
Journal of Interactive Marketing
Journal of Marketing
Journal of Marketing Communications □ *Journal of Strategic Marketing.*
Journal of virtual worlds research
Quarterly Journal of Applied Electronic Commerce Research