Wrexham Glyndŵr UNIVERSITY

MODULE SPECIFICATION

Module Title: Digital Marketing	Level: 5	Credit Value: 20

Module code:	BUS551	Cost Centre:	GAMG	JACS3 code:	

Trimester(s) in which to be offered:	Trimester 3 (F/T 2 year) Semester 2 (F/T 3 year)	With effect from: September 2016

Existing/New: Existing	Title of module being replaced (if any):	N/A

Originating School:	Business	Module Leader:	Tracy Powell

Module duration (total hours):	200	Status: core/option/elective (identify programme where appropriate):	See below
Scheduled learning & teaching hours	33		
Independent study hours	167		
Placement hours	0		

Programme(s) in which to be offered: BSc (Hons) Entrepreneurship (core) BSc (Hons) Marketing and Consumer Psychology (option) BA (Hons) Applied Business (core) BSc ((Hons)) Sports Management (option)	Pre-requisites per programme (between levels):	None

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 organizations existing marketing strategy.

Intended Learning Outcomes:

At the end of this module, students will be able to:

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)

Key skills for employability

1. *Written, oral and media communication skills*
2. *Leadership, team working and networking skills*
3. *Opportunity, creativity and problem solving skills*
4. *Information technology skills and digital literacy*
5. *Information management skills*
6. *Research skills*
7. *Intercultural and sustainability skills*
8. *Career management skills*
9. *Learning to learn (managing personal and professional development, self management)*
10. *Numeracy*

Assessment:

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count (or equivalent if appropriate)
1	LO: 1,2,3	Project Portfolio	100%	N/A	4,000

Indicative 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.

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

Bibliography:

Essential reading

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

Background 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