

## Module specification

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Module code	BUS5A6
Module title	Digital Marketing Techniques
Level	5
Credit value	20
Faculty	SLS
Module Leader	Owen Dale
HECoS Code	100075
Cost Code	GAMG

### Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) Marketing & Business	Core

### Pre-requisites

None

### Breakdown of module hours

Learning and teaching hours	30 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
<b>Total active learning and teaching hours</b>	<b>30 hrs</b>
Placement / work based learning	0 hrs
Guided independent study	170 hrs
<b>Module duration (total hours)</b>	<b>200 hrs</b>

For office use only	
Initial approval date	November 2021
With effect from date	September 2022
Date and details of revision	
Version number	1

## Module aims

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This module covers the evolving nature of digital marketing concepts and use of digital techniques within organisations. The module covers three units:

the first unit relates to the understanding, application and assessment of digital tools and techniques; the second unit is about developing knowledge to apply integrated digital marketing processes, which enhance the organisation's engagement with stakeholders; and the third unit is about the development and evaluation of digital marketing plans.

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

1	Explain and evaluate digital marketing tools and techniques
2	Assess different applications of digital marketing
3	Describe and evaluate how to integrate digital and offline marketing
4	Explain and evaluate approaches to enhancing stakeholder engagement
5	Assess how to develop a digital marketing plan
6	Apply and adapt digital marketing analysis

## 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.

Organisation based project portfolio for a given scenario asking the student to plan digital activities to deliver results for a chosen organisation. The plan is based on a choice of themes;

A plan that will either successfully:-

acquire new customers, retain customers and build loyalty, build brand reputation or change a user behaviour.

The portfolio comprises three tasks – a briefing paper, a campaign plan and a business report. (5000 words).

This portfolio is based on the current assessment for the Chartered Institute of Marketing (CIM) assessment for the Certificate in Professional Digital Marketing.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1,2,3,4,5,6	Portfolio	100%

## Derogations

None

## Learning and Teaching Strategies

The overall learning and teaching strategy is based upon the key principle that students are encouraged to participate in higher education when they are exposed to flexible ways of learning that engage them using innovative and creative pedagogical approaches. To this end Digital Marketing Techniques applies the University's Active Learning Framework (ALF) supporting accessible, and flexible learning.

Students studying Digital Marketing Techniques will have access to multiple learning opportunities including face to face or online classes (with core and guest lecturers), seminars, access to recorded lectures, lecture notes and handouts and directions to relevant essential and additional reading. An interactive approach to learning is always maintained and staff will engage students with key issue by drawing on case studies and their practice experiences in Digital Marketing Techniques. Lectures will be organised around lecture inputs, quizzes, recorded video content, simulation software (where applicable), larger and small group discussions and debates. Face to Face or video mediated appointments can be made with tutoring staff via Microsoft Teams to discuss module content and assignments.

## Indicative Syllabus Outline

### Digital Techniques

- Understand digital marketing tools and techniques
- Assess different applications of digital marketing

### Digital Enhancement

- Know how to integrate digital and offline marketing
- Understand approaches to enhancing stakeholder engagement

### Digital Management

- Know how to develop a digital marketing plan
- Apply and adapt digital marketing analysis

## Indicative Bibliography:

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

### Essential Reads

Kingsnorth, S. (2019) *Digital Marketing Strategy: an Integrated Approach to Online Marketing*. London, Kogan Page.

Or

Hanlon, A. (2022), *Digital Marketing: Strategic Planning & Integration*. 2nd ed. London: Sage.

## **Other indicative reading**

Chaffey, D. and Ellis-Chadwick, F. (2019) *Digital Marketing: Strategy, Implementation and Practice*. 7th edition. Harlow, Pearson.

## **Employability skills – the Glyndŵr Graduate**

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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

### **Key Attitudes**

Commitment  
Curiosity  
Confidence

### **Practical Skillsets**

Digital Fluency  
Critical Thinking  
Communication