Wrexham Glyndŵr UNIVERSITY

MODULE SPECIFICATION PROFORMA

Module Title:	Introduction to Digital Marketing	**Level**:	4	**Credit Value**:	20

Module code:	BUS450	**Is this a new module?**	Yes	**Code of module being replaced**:	N/A

Cost Centre(s):	GAMG	**JACS3 code**:	N500

With effect from:	June 17

School:	North Wales Business School	**Module Leader:**	Tracy Powell

Scheduled learning and teaching hours	20 hrs
Guided independent study	180 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered	Core	Option
Stand-alone module (attached to BA (Hons) Business for QA and assessment purposes)		

Pre-requisites
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 digital marketing as well as providing them with practical experience of how social media can support and complement an organisation's 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	Evaluate a range of theories and concepts relating to digital marketing and their application	KS4	KS5
		KS6	
3	Develop an effective online marketing campaign	KS1	KS2
		KS3	KS4
		KS5	KS6
		KS10	

| **Derogations** |
| None |

| **Assessment:** |

Indicative assignment:- The assignment will take the form of a project portfolio; students will be expected to set up or improve a website and then run a digital marketing campaign, using a range of social media platforms (e.g. Twitter, Facebook, Wordpress etc.).

The portfolio will include:

A poster outlining their digital marketing strategy with a clear plan using the theory and models appropriate to the task;
The website:- Clear attention to appropriate content and be aesthetically pleasing;
The social media platforms and tactics used:- Be engaging and increase reach

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		2500

| **Learning and Teaching Strategies:** |

The module will be taught as a standalone module with a full two days of face to face delivery covering the topic which will be a week apart. This will be backed up with online materials using VLE for students to access during the one week break and after the taught days have taken place.

The taught lectures will be designed to provide students with sufficient underpinning theory related to the module with a focus on actual examples to encourage independent exploration of the topic and personal reflection and application.

Students will contribute their own examples and identify elements of theory to develop and strengthen their own learning through interpretation and development of their own websites/social media campaigns for reflection.

There will be the opportunity for group discussions during the session to explore concepts, introduce the notion of reflective thinking, communication skills and problem solving.

| **Syllabus outline:** |

1. Introduction to E-Marketing
2. E-Models
3. E-Customers
4. Digital Strategic planning
5. Social Media Marketing
6. Traffic Building
7. Managing Digital Marketing

Bibliography:

Essential reading

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

Other indicative reading

<u>**Textbooks**</u>

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.

<u>**Journals**</u>

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