Module specification

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Module Code	BUS475
Module Title	Introduction to Digital Marketing
Level	4
Credit value	20
Faculty	FSLS
HECoS Code	100078
Cost Code	GAMG

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
Standalone module Affiliated to BA(Hons) Business for QAA purposes	Option

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	24 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
Total active learning and teaching hours	**24** hrs
Placement / work based learning	0 hrs
Guided independent study	176 hrs
Module duration (total hours)	200 hrs

For office use only	
Initial approval date	10/08/2020
With effect from date	10/08/2020

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Date and details of revision	August 2022 – title change and updated reading list
Version number	2

Module aims

This module aims to demonstrate an introduction to digital marketing. Learners will be taught best practice around how to expand your business online, understanding the e-consumer, approaches to digital selling/marketing, e-commerce strategy and various digital tools such as search engine optimisation (SEO), pay-per-click advertising (PPC) and content marketing.

Week by week, students will work on building their own digital marketing plan, based on an organisation of their choice, typically their employer. Each week mirrors the course content, and support is provided as well as opportunities to discuss with classmates through guided discussion on the online forums.

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

1	Identify and apply the key concepts of the digital marketing funnel, characteristics of the digital customer and user journey.
2	Identify and apply a range of digital tools to optimise this process and improve the digital customer experience.
3	Apply the key concepts to an organisation of the learner's choice and build a practical applied improvement plan.

Assessment

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.

Students will be required to undertake a project of building a digital marketing plan, based on improving digital marketing performance for a chosen organisation, typically their organisation. The plan mirrors the weekly content and is based on a practical template provided. Each section of the template relates to a specific area of the syllabus and learning objective. The students will work on this document week by week, and by the end they will have completed a practical plan based on their chosen organisation. The forums will enable students to reflect and demonstrate their learning. The minimum expectation for the improvement plan word count is 1500 words.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1 - 3	Coursework	100

Derogations

None

Learning and Teaching Strategies

This module will be delivered entirely online and the learning and teaching strategies will be accessible and wide-ranging in order to cater for a diverse audience. It is anticipated that content will take the form of videos, blogs and discussion forums alongside directed study and reading. The schedule for the content will be flexible to reflect the changing nature of businesses and the environment in which they operate. Students will be expected to engage with all content as a package and the assessment will also encompass all content.

Indicative Syllabus Outline

The syllabus will be updated regularly to reflect the changing nature of business and the environment in which they operate. Indicative topics include:

- Digital Conversions & The Sales Funnel
- Objective Setting
- Digital Customer & Persona Development
- Insight Tools & Keyword Planning
- The Online Customer Journey
- Conversion Rate Optimisation (CRO)
- Digital Tools – SEO (Search Engine Optimisation & PPC (Pay Per Click
- Digital Improvement Plan

Indicative Bibliography:

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

Essential Reads

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

Available as an e-book via Resource Finder

CIM (Chartered Institute of Marketing) Exchange - https://exchange.cim.co.uk/

E-Consultancy - https://econsultancy.com/

The Digital Marketing Podcast – Target Internet

Chaffey, D., Smith, P.R. (2013). *EMarketing Excellence: planning and optimizing your digital marketing*. Amsterdam; London: Butterworth-Heinemann.

Available as an e-book via Resource Finder

Employability skills – the Glyndŵr Graduate

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
Ethical

Key Attitudes
Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets
Digital Fluency
Organisation
Leadership and Team working
Critical Thinking
Emotional Intelligence
Communication