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Refer to guidance notes for completion of each section of the specification.

Module Code:	BUS479

Module Title:	Introduction to Web Design

Level:	4	Credit Value:	10

Cost Centre(s):	GAMG	JACS3 code: HECoS code:	N100 100078

Faculty	SLS	Module Leader:	Owen Dale

Scheduled learning and teaching hours	12 hrs
Total contact hours	**12** hrs
Guided independent study	78 hrs
Module duration (total hours)	100 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
Standalone module Affiliated to BA(Hons) Business for QAA purposes	☐	✓

Pre-requisites
None.

Office use only	
Initial approval: 04/08/2020	Version no: 1
With effect from: 04/08/2020	
Date and details of revision:	Version no:

Template updated: September 2019

Module Aims
This module aims to demonstrate an introduction to website design. Learners will be taught best practice around how to create a website, from choosing a domain, considerations around hosting, site design, branding and search engine optimisation. Week by week, students will work on building their own website design project, based on an organisation of their choice, typically their employer. Each week's task mirrors the course content, and support is provided from the tutor through direct contact and the use of forums 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	Understand the key concepts of website design including domain registration, hosting and software and considerations around search engine optimisation (SEO).
2	Explain key concepts of website design including templates, custom build and e-commerce.
3	Apply the key concepts to an organisation of the learners choice and build a practical applied website design project.

Employability Skills The Wrexham Glyndŵr Graduate	I = included in module content A = included in module assessment N/A = not applicable
Guidance: complete the matrix to indicate which of the following are included in the module content and/or assessment in alignment with the matrix provided in the programme specification.	
CORE ATTRIBUTES	
Engaged	I
Creative	I
Enterprising	I
Ethical	I
KEY ATTITUDES	
Commitment	I
Curiosity	I
Resilient	I
Confidence	I
Adaptability	I
PRACTICAL SKILLSETS	
Digital fluency	I
Organisation	I
Leadership and team working	I
Critical thinking	I
Emotional intelligence	I
Communication	I

Derogations
None.

Assessment:
Indicative Assessment Tasks: *Guidance: please ensure you add indicative word count and durations within the narrative body of this section*
Students will be required to undertake a project of building a website design project, 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. The forums will enable students to reflect and demonstrate their learning. The minimum expectation for the improvement plan word count is 1,000 words with a maximum of 1500 words.

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

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 the assessment will also encompass all content.

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: • Introduction to Web Design   • Domains, Hosting, Software & Using Templates   • SEO Basics   • Free Tools & Resources   The course runs asynchronously, with content and tasks for students posted online. A lecture recording, reading, additional materials and activities are made available each week. Tutors provide announcements throughout the week guiding students through the course and students can work in their own time. Support is provided from the tutor through direct contact via email and online chat through Moodle and class discussion forums. The use of forums as well as opportunities to discuss with classmates through guided discussion on the online forums.

Indicative Bibliography:
Essential reading

Essential reading

Digital marketing.
Dave Chaffey 1963- author. Fiona Ellis-Chadwick author.
Harlow, England : Pearson Seventh edition / Dave Chaffey, Fiona Ellis-Chadwick. 2019

Available as an e-book via Resource Finder

Other indicative reading

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

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

The Digital Marketing Podcast – Target Internet

Emarketing Excellence Planning and Optimizing your Digital Marketing
Dave Chaffey PR Smith
Hoboken : Taylor and Francis 4th ed. 2013.

Available as an e-book via Resource Finder