

Module Code:	BUS648
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Module Title:	Digital Marketing
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Level:	6	Credit Value:	20
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Cost Centre(s):	GAMG	<u>JACS3</u> code:	N212
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School:	Social & Life Sciences	Module Leader:	Anna Sung
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Scheduled learning and teaching hours	24 hrs
Guided independent study	176 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

BA (Hons) Marketing	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BSc (Hons) Financial Technology Management	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Pre-requisites
None

Office use only

Initial approval: 29/06/2018

Version no:1

With effect from: 20/09/2020

Date and details of revision:

Version no:

Module Aims

This module reviews the importance of the ever-evolving digital landscape and evaluates 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. By the end of this module, students will be able to identify and evaluate online marketing campaign effectively.

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

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	KS4
		KS3	KS5
2	Understand and critique a range theories and concepts relating to digital marketing	KS4	KS6
		KS5	
3	Identify and evaluate an online marketing campaign and assess its effectiveness	KS1	KS5
		KS3	KS6
		KS4	

Transferable skills and other attributes

- ability to collaborate and plan
- contribute proactively
- display data effectively using a variety of methods
- study, writing, IT skills
- communication skills
- meeting objectives

Derogations

None

Assessment:**Indicative Assessment Tasks:**

In this assessment, students will be expected to identify a business topic and then to suggest a digital marketing campaign. Students will also be required to analyse the effectiveness of the digital marketing campaign and to justify the decisions they have made relating to their digital marketing strategy.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1 ,2, 3	Report	100%	N/A	5000

Learning and Teaching Strategies:

According to the learning outcomes, lectures will allow concepts, theories and principles to be outlined. Tutorials and activity-based sessions will provide further use of real world business examples in applying relevant concepts, theories and principles into practice. In addition, students will be encouraged to undertake self-directed study and further research on selected topics to acquire additional perspectives which will provide them with a deeper understanding of the topics covered.

Syllabus outline:

1. Introduction to E-Marketing,
2. ReMix
3. E-Models
4. E-Customers
5. Social Media Marketing
6. Website Design
7. Traffic Building
8. E-CRM
9. Managing Digital Marketing
10. E-Planning

Indicative Bibliography:**Essential reading**

Chaffey, D. & Ellis-Chadwick, F. (2015). Digital marketing: Strategy, implementation and practice, 6th Edition, Pearson.

Other indicative reading

Chaffey, D., & Smith, P. R. (2017). Digital Marketing Excellence: Planning and Integrating Online Marketing, 5th Edition, Routledge.

Kingsnorth, S. (2016). Digital Marketing Strategy: An Integrated Approach to Online Marketing, 1st edition, Kogan Page.

Journals:

Information Technology & People, □

Journal of Communication

Journal of Interactive Marketing

Journal of Marketing

Journal of Marketing Communications

Website

www.managers.org.uk – Chartered Management Institution