Module Descriptor

Title	Content Media Management		
Session	2026/27	**Status**	Existing
Code	MARK11034	**SCQF Level**	11
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	
School	**Business and Creative Industries**		
Module Co-ordinator	Matthew Frew		

Summary of Module

The module, focuses on content and media management, one of the most important topics of digital marketing. Content consists of all the core elements that are critical for digital communications including text, audio-visual material, animation, database forms to content management systems (CMS),that enable the digital marketer to deliver tactical online projects. This module will build on previous digital marketing concepts delivered by the programme, by providing students with more in-depth knowledge of interactive media such as: mobile applications, mobile marketing (e.g. in-game advertising), conversational / viral advertising and popular content development strategies for social media such as Twitter, Facebook, YouTube, among others. The module will enable students to gain an understanding of the processes and technical/ creative skills to deliver and manage content for these specialist areas of media to help achieve marketing goals.

The learning experience is intended to be flexible and student-centred, aiming to deliver an interactive learning experience. Students will have the opportunity to develop, as part of the module assessments, an online portfolio of competencies that will sharpen their practical skills. Students will also be encouraged to develop their critical skills and produce material consistent with both academic and current industry requirements.

Module Delivery Method	**On-Campus[1]**	**Hybrid[2]**	**Online[3]**	**Work -Based Learning[4]**
	☒	☒	☐	☐

[1] Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

[2] The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

[3] Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

[4] Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

Campuses for Module Delivery	☐ Ayr ☐ Dumfries		☐ Lanarkshire ☐ London ☒ Paisley X		☐ Online / Distance Learning ☐ Other (specify)	
Terms for Module Delivery	Term 1	☐	Term 2	X☒	Term 3	☐
Long-thin Delivery over more than one Term	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

Learning Outcomes	
L1	Critically evaluate and analyse the content management process and how organisations manage it strategicall
L2	Develop and critically examine contemporary content management strategy components, using a mix of offline and online communication channels
L3	Critically evaluate the role that content development plays in the digital marketing process.
L4	Critically examine the impact of current international advances in digital technologies and their effect towards content management needs.
L5	

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	**During completion of this module, there will be an opportunity to achieve core skills in:**
Knowledge and Understanding (K and U)	**SCQF 11** Students should be able to demonstrate and/or work with knowledge that covers and integrates most, of the main areas of content management and creative content. Demonstrating a critical understanding of content management systems and their application to modern digital channels.
Practice: Applied Knowledge and Understanding	**SCQF 11** Applying knowledge gained from internal and external speakers. Applying knowledge gained from personal research and demonstrating this by developing and promoting viral content through social media channels.
Generic Cognitive skills	**SCQF 11** Providing solutions to specific issues being experienced in the wider field of digital marketing, with particular focus in content management and content development. Making critical judgements and evaluations from sources where information is incomplete or unclear. Critically identify, define, conceptualize and analyse complex level problems and issues relating to content management strategy
Communication, ICT and Numeracy Skills	**SCQF 11** Engaging in formal and informal discussions and debates with internal and external presenters. Using a range of software systems to demonstrate their skills with particular content management applications

Autonomy, Accountability and Working with Others	**SCQF 11** Working effectively as a part of a team to develop learning resources for other students. Taking responsibility for individual actions within a team. Systematically identify and address their own learning needs, making use of research and professional sources as appropriate.

Prerequisites	**Module Code**	**Module Title**
	Other	
Co-requisites	**Module Code**	**Module Title**

Learning and Teaching	
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours.	
Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	**Student Learning Hours** (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	24
Asynchronous Class Activity	30
Independent Study	122
Please select	
Please select	
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes:
(N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements
In line with the Student Attendance and Engagement Procedure, Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time. **For the purposes of this module, academic engagement equates to the following:**

Ball, M., 2022. The Metaverse: And How It Will Revolutionise Everything. Liveright Publishing Co.

Brookes, D. (2015) 'Content Marketing Revolution: Seize Control of Your Market in Five Easy Steps', Giant Leap Media.

Kirby, J. and Marsden, P. (2006) 'Connected Marketing: the viral, buzz and word of mouth revolution'. Oxford: Elsevier.

Richards, S. (2014) 'Content Marketing: The Future of Marketing Strategy and Creating Killer Online Content',

Solis, B. (2013) 'WTF?: What's the Future of Business?: Changing the Way Businesses Create Experiences'. John Wiley & Sons.

Van Dijck, J., 2013. Cultures of connectivity. Oxford University Press.

Van Rijmenam, M. 2022 Step into the metaverse: How the immersive internet will unlock a trillion-dollar social economy. John Wiley & Sons.

Vaynerchuk, G., 2013. Jab, jab, jab, right hook: How to tell your story in a noisy social world. Harper Business

Equality and Diversity
The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code.
(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	**Please select**
Overall Assessment Results	**Graded**
Module Eligible for Compensation	☐ **No** **If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.**
School Assessment Board	Marketing, Innovation, Tourism and Events
Moderator	Eileen Conlan
External Examiner	Alison Gibb
Accreditation Details	Digital Marketing Institute
Module Appears in CPD catalogue	☒ **Yes** ☐ **No**
Changes / Version Number	1

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Digital Brand Biography– The 21st Century Marketeer: Digital, Different and Distinctive (40%)
Assessment 2

Content Campaign Pitch for a Live Business (60%)
Assessment 3
(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed. (ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Digital Brand Biograph	☒	☒	☐	☐	☐	40	

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Content Campaign Pitch	☐	☐	☒	☒	☐	60	

Component 3							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
	☐	☐	☐	☐	☐		
Combined total for all components						100%	hours

Change Control

What	**When**	**Who**