Module Descriptor

Title	Digital Marketing		
Session	2026/27	**Status**	
Code	LNDN09004	**SCQF Level**	9
Credit Points	10	**ECTS (European Credit Transfer Scheme)**	
School	**Business and Creative Industries**		
Module Co-ordinator	Daniel Muravsky		

Summary of Module

This module primarily aims to equip students with a solid grounding in digital marketing channels, enabling them to proficiently devise and oversee marketing campaigns utilizing various online and mobile platforms. The module includes a comprehensive exploration of various digital marketing channels, including display advertising, search advertising, and social media marketing. It also aims to clarify outcome measurement techniques and evaluation metrics used in digital marketing campaigns. Furthermore, students will gain practical experience in essential digital marketing areas such as strategy formulation, user-generated content management, search engine optimization, social media campaign oversight, and mobile app marketing, etc.

This module is designed to help students prepare for future careers in business management. It also emphasizes understanding the unique challenges in digital marketing management, online consumer communications, and effective marketing strategies across various online platforms. Through this module, students will learn about strategies, tools, and approaches to address these challenges effectively. Additionally, the module will enhance students' abilities as astute managers and consumers by exploring the intricacies of buyer-seller dynamics in online environments, with a focus on building enduring brands.

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		☐ Online / Distance Learning ☐ Other (specify)	
Terms for Module Delivery	Term 1	☒	Term 2	☒	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	Identify, examine and analyse the impact of digital marketing on the modern business
L2	Developing, planning, synthesising and implementing digital approaches to marketing
L3	Analysis and communication of the practical output of digital marketing approaches
L4	
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 9** Demonstrating a critical understanding of the key theoretical concepts within the marketing discipline Demonstrating comprehension of the scope and nature of integrated marketing techniques
Practice: Applied Knowledge and Understanding	**SCQF 9** Making use of key practical techniques and skills relating to the organization of marketing management Making use of investigative enquiry into the application of integrated marketing management tools
Generic Cognitive skills	**SCQF 9** Demonstrating analysis of conceptual material within marketing Investigating and synthesising academic and applied research material relating to the marketing discipline
Communication, ICT and Numeracy Skills	**SCQF 9** Demonstrating fluency in oral and written communication Making use of electronic data to aid investigation Analysing and reporting on industry data
Autonomy, Accountability and Working with Others	**SCQF 9** Demonstrating the ability to work within peer teams Demonstrating the ability to undertake research independently

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	16
Independent Study	164
Tutorial / Synchronous Support Activity	20
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: Chaffey, D., & Smith, P. R. (2022). Digital marketing excellence: planning, optimizing and integrating online marketing. Taylor & Francis.
(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:** 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.

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	**Marketing, Innovation, Tourism Events**
Overall Assessment Results	☐ **Pass / Fail** ☒ **Graded**
Module Eligible for Compensation	☐ **Yes** ☒ **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	Undergraduate London SAB
Moderator	Temitope Bodunrin
External Examiner	Alvina Gillani
Accreditation Details	
Module Appears in CPD catalogue	☐ **Yes** ☒ **No**
Changes / Version Number	4

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
In-class Tests (40%)
Assessment 2
Individual portfolio (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**
In-class tests	☒	☐	☐	☐	☐	40	

Component 2

Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
Portfolio	☐	☒	☒	☐	☐	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
General housekeeping to text across sections.	07/03/25	Daniel Muravsky
General housekeeping to text across sections.	01/06/26	Daniel Muravsky