Module Descriptor

Title	Digital Marketing Practice		
Session	2026/27	**Status**	Current
Code	MARK11020	**SCQF Level**	20
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**School of Business and Creative Industries** **Business and Creative Industries**		
Module Co-ordinator	Theofilos Tzanidis		

Summary of Module

This module is designed to merge contemporary digital marketing strategies with foundational marketing principles, emphasising the integration of AI across all facets of digital marketing to meet the dynamic needs of both B2B and B2C sectors. Given the fast-paced evolution of digital marketing, this curriculum is crafted to ensure students are abreast with the latest AI-augmented practices and tools, empowering them to make substantial contributions to an organisation's digital footprint and communications strategy. Upon completion, students will be adept at leveraging key AI platforms in key digital marketing areas such as AI-enhanced Social Media Management for trend analysis and content optimization, advanced SEO practices using AI for real-time search pattern analysis, AI-optimised PPC Campaign Management for dynamic ad placement and bidding strategies, and Inbound Marketing Management with personalised user engagement strategies. Content Management will also be introduced through AI-assisted creation and curation alongside conventional content development, ensuring relevance and engagement.

Big Data's role in digital marketing will be deeply explored, with AI tools processing online performance data to extract actionable insights, thus fine-tuning marketing strategies. The pedagogical approach will incorporate AI in the use of digital tools, including website development, social media platforms, analytical tools, and data mining, seamlessly integrating online and offline marketing tools to enhance learning delivery.

This module offers a flexible and student-centred learning experience, enriched with interactive and adaptive learning technologies, to foster an engaging and practical learning environment. Students will have the opportunity to build an enhanced online portfolio demonstrating their competencies, further polished by feedback aligned with academic and industry standards. This hands-on experience, coupled with the development of critical thinking skills through processed analytics, prepares students for the demands of the digital marketing industry, significantly enhancing their employability prospects.

Module Delivery Method	On-Campus[1] ☒	Hybrid[2] ☒	Online[3] ☒	Work -Based Learning[4] ☐
Campuses for Module Delivery	☐ Ayr ☐ Dumfries	☐ Lanarkshire ☐ London ☒ Paisley x	☐ Online / Distance Learning ☐ Other (specify)	

Terms for Module Delivery	Term 1	x☒	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	To evaluate and apply conventional and AI enhanced digital marketing practices in a wide range of business environments
L2	To assess, in a critical manner, advanced models, techniques and concepts of digital marketing in an international contextl
L3	To critically analyse and evaluate the application of contemporary & AI augmented digital marketing, models, and techniques across a wide range of business environments.
L4	To critically examine the impact of current international advances in digital technologies and their effect upon marketing management practices
L5	N/A

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 demonstrate a detailed knowledge and understanding of the principal areas, features, boundaries, development, and terminology of digital marketing theories & techniques delivered through recent international academic and industrial studies. A systematic understanding of the established theories, concepts, and principles of digital marketing strategy from inception to strategy implementation
Practice: Applied Knowledge and Understanding	**SCQF 11** Applying knowledge gained from internal and external speakers.

[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

	Applying knowledge gained from personal research and demonstrating this by creating a webpage / blog based on their own ideas and topics .
Generic Cognitive skills	**SCQF 11** Providing solutions to specific issues being experienced in the field of digital marketing. Making critical judgements and evaluations from sources where information is incomplete or unclear. Critically identify, define, conceptualise, and analyse complex level problems and issues relating to digital marketing 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 digital marketing 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. Teaching methods will incorporate many aspects of the digital world in the teaching practice, and the programme will utilise both online and offline marketing tools to deliver module material. The learning experience is intended to be flexible and student-centred, aiming to deliver an interactive learning experience that will be of benefit both the lecturer and the student. The structure of the delivery of this module will incorporate the one-hour lecture with a following hour of guest speakers, student presentations and in-class debates. To support our students' practical skills development, the module will introduce one hour lab/workshops. During these workshops students will develop the capacity to create content and learn to promote it through social media channels.	
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
Laboratory / Practical Demonstration / Workshop	24
Asynchronous Class Activity	30

Independent Study	122
Please select	
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Knight, H. and Vorster, L., 2023. Digital Marketing in Practice: Design, Implement and Measure Effective Campaigns. Kogan Page. Adeleye, R.A., Awonuga, K.F., Asuzu, O.F., Ndubuisi, N.L. and Tubokirifuruar, T.S., 2024. Digital marketing analytics: A review of strategies in the age of big data and AI. Kingsnorth, S., 2022. Digital marketing strategy: an integrated approach to online marketing. Kogan Page Publishers. Hamdan, A. and Aldhaen, E.S. eds., 2023. Artificial Intelligence and Transforming Digital Marketing (Vol. 487). Springer Nature. Details of further resources, including textbooks, journals and online resources will be identified at the beginning of each delivery in the module handbook and made available via the VLE.
(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 should reference the 'BCI Guidance on Implementation of the Revised Student Attendance and Engagement Procedure' which details the School attendance and engagement requirements and how this will be monitored for attendance.

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. To meet the diverse needs of our student body, we are dedicated to adapting learning experiences where required. This personalised approach ensures that all students can succeed, regardless of their background or circumstances. By embracing and promoting these principles, we aim to cultivate a learning community where everyone feels valued, supported, and empowered to achieve their full potential.
(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	☐ **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	MITE
Moderator	Eileen Conlan
External Examiner	Andrew Paterson
Accreditation Details	
Module Appears in CPD catalogue	☐ **Yes** ☒ **No**
Changes / Version Number	1

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Development and delivery of a social media activity and strategic plan using generative AI platforms, and analytic performance analysis presentation. (40%) The word count will align with the guidance in the Assessment Handbook
Assessment 2
Consultation with a live business or development of a new product or service idea, preparation of an extensive report and subsequent delivery of suggested digital marketing strategy approach using generative AI platforms (60%) The word count will align with the guidance in the Assessment Handbook
Assessment 3
N/A
(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**
Presentation	☒	☐	☐	☒	☐	40	NA

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**

Report	☐	☒	☒	☐	☐	60	NA

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

Change Control

What	**When**	**Who**