Module Descriptor

Title	Digital Marketing Strategies		
Session	2026/27	**Status**	
Code	MARK11047	**SCQF Level**	SCQF Level: 11 (Scottish Credit and Qualifications Framework)
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**School of Business and Creative Industries**		
Module Co-ordinator	Dr Lakhbir Singh		

Summary of Module

This module is designed to provide students with practical experience in planning and executing digital marketing strategies by building on the theoretical concepts covered in the module "Theoretical Perspectives in Digital Marketing." The focus of the module is on strategic decision-making and the development of effective digital marketing strategies. Students will learn to research, debate, develop, plan, and evaluate digital marketing strategies and compare the tactical use of different digital marketing channels in achieving strategic communication objectives. The module will be delivered in a lecture/workshop format, allowing students to engage in hands-on activities that will enhance their understanding of online market analysis, objective setting, and the development of integrated digital marketing strategies. They will also learn about budgeting, selecting the digital media mix, implementing digital marketing tactics, and evaluating and improving digital channel performance. Additionally, students will develop a critical understanding of content marketing, including message development and creative strategies. Overall, this module aims to equip students with the skills and knowledge needed to create and implement successful digital marketing campaigns.

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	Develop an understanding of digital marketing strategies using relevant theoretical frameworks to identify opportunities for improvement.
L2	Develop a digital marketing strategy/plan that is underpinned by an advanced understanding of the relevant market and consumer research and understanding of a wide range of digital marketing channels.
L3	Demonstrate the ability to develop creative digital content suitable for B2B/B2C audiences with the use of appropriate forms of messaging to support and enhance the organisation's position and digital presence.
L4	Demonstrate a critical understanding of the use of analytics and digital tools in monitoring, developing and analysing digital marketing strategy/plan.
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** Develop a critical understanding of a range of specialised theories, concepts and principles in the development of digital marketing strategy. •Demonstrate extensive, detailed and critical knowledge and understanding of the digital marketing communication mix. •Exhibit a deep understanding and insight into the current challenges and trends in digital marketing throughout the digital marketing planning process
Practice: Applied Knowledge and Understanding	**SCQF 11** •Demonstrate proficiency in utilising a comprehensive array of key professional abilities, methods, practices and/or materials related to the strategic planning and execution of digital marketing campaigns. •Exhibit originality and innovation in the conception and creation of digital marketing strategies, campaigns, concepts, and content. •Demonstrate the ability to perform at a professional level in the field of digital marketing, utilising acquired knowledge, skills, and understanding in a real-world context
Generic Cognitive skills	**SCQF 11** Develop original and creative responses to problems and issues.

	•Critically review, consolidate and extend knowledge, skills, practices and thinking with regards to the relevant market and consumer research underpinning your digital marketing strategy. •Deal with complex issues and make informed judgements in situations in the absence of complete or consistent data/information.
Communication, ICT and Numeracy Skills	**SCQF 11** •Develop digital marketing strategy that will allow you to communicate, using appropriate methods, to a range of audiences with different levels of knowledge/expertise. •Communicate with peers effectively and professionally. •Use a wide range of digital marketing platform/applications to experiment with, support and enhance work at this level
Autonomy, Accountability and Working with Others	**SCQF 11** Exercise substantial autonomy and initiative in professional and equivalent activities. •Take responsibility for own work and/or significant responsibility for the work of others. •Practice in ways which draw on critical reflection on own and others' roles and responsibilities.

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	15
Tutorial / Synchronous Support Activity	20
Asynchronous Class Activity	15
Independent Study	150
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. and Ellis-Chadwick, F. (latest edition) Digital Marketing, Strategy, implementation and practice, London: Pearson. Kingsnorth, S. (latest edition) Digital Marketing Strategy, An integrated approach to online marketing, London: Kogan Page. Lemon, K.N. and Verhoef, P.C., 2016. Understanding customer experience throughout the customer journey. Journal of Marketing, 80(6), pp.69-96
(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:**

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	Marketing, Innovation, Tourism & Events
Moderator	Daniel Muravsky
External Examiner	Andrew Paterson
Accreditation Details	N/A
Module Appears in CPD catalogue	☐ **Yes** ☒ **No**
Changes / Version Number	2

Assessment (also refer to Assessment Outcomes Grids below)

Assessment 1
Two in class tests. After Week 4 and Week 8, there will be a 30- minute multiple choice test that will be held in class. This test can only be taken by students who are present in that class. The test may include topics covered by previous lectures, tutorials and assigned reading materials. Each test will include 15 questions. Both tests will be held during tutorial hours. The time of the test (in the beginning, middle, end of tutorial) will not be announced in advance, so it is highly recommended that you attend the tutorial in time to avoid missing the test. If the student arrives late to the test, they will not get a time extension.
Assessment 2
The activity is to Critically evaluate a recent online promotional campaign (2021 onwards) by an organisation of your choice and then develop a new digital marketing strategy using the SOSTAC or RACE model showing supporting visual mock-ups, video content and how you would monitor and evaluate the success of the campaign using analytics and digital tools." Your plan must have specific objectives with clear implementation and control strategy. You must use an existing campaign in this assessment instead of reviewing the company overall. Your campaign can focus on a specific product/service campaign for the company of your choice. The word count for this assessment is 3,000 words.
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**
Two on campus tests	☒	☐	☐	☒	☐	30	

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Individual Portfolio	☐	☒	☒	☒	☐	70	

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**
