Module Descriptor

Title	Digital Marketing Theory		
Session	2026/27	**Status**	Current
Code	MARK11021	**SCQF Level**	11
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 integrates the latest digital marketing techniques with fundamental marketing concepts, focusing on the unique digital marketing needs of both B2B and B2C enterprises. Building on the knowledge acquired in Digital Marketing Practice, it lays a solid practical foundation by delving into cutting-edge digital marketing strategies, theories, and models from both academic circles and the industry forefront. Essential for digital marketing professionals, staying abreast of current industry trends and breakthroughs is crucial, ensuring they can swiftly and effectively enhance an organization's online footprint. This includes a deep dive into established digital marketing realms such as Search Engine Marketing, analysing Online Consumer Interaction Data, Social Media Management, adhering to Consumer Data Ethics, and executing effective Content Marketing, among others. Additionally, the curriculum now includes emerging topics like marketing in the Metaverse/3D web, leveraging cryptocurrency and digital assets (NFTs) for monetization, and employing AI to augment digital strategy formulation and campaign management.

Upon completing this course, students will be proficient in critical digital marketing theories and management practices, including social media strategy, pioneering online product/service development, digital innovation techniques, digital account stewardship, inbound marketing tactics, and deriving insights from online customer behaviour. They will also excel in utilizing Big Data analytics and contemporary online marketing research methodologies. The course will equip students with skills in online data collection methods, enriching their existing academic research toolkit.

The course curriculum is designed to make students well-versed in theoretical underpinnings and advanced digital strategies, preparing them to excel as adept professionals in the global digital marketing arena. Teaching methods will incorporate various elements of digital infrastructures and processes, such as web development, social media utilization, analytical and data mining tools, social customer relationship management, and leveraging both online and offline marketing channels to disseminate course content.

The learning experience is designed to be flexible and student-centred, with the goal of providing an engaging learning experience. As part of the module evaluations, students will be able to create an online portfolio of competencies that will help them improve their practical abilities. Students will also be encouraged to develop critical thinking abilities and to create work that meets both academic and current industry standards.

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	☐	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 examine and analyse the need for, and impact of, digital marketing in the modern business
L2	Critically evaluate advanced digital marketing theories and frameworks of digital marketing strategies in an international organisational context
L3	Critically analyse and evaluate the application of digital marketing concepts, tools and technologies, models, and marketing automation in today's digital business strategy
L4	Demonstrate the ability to conceptualise, develop and implement digital marketing strategies using both international academic and industrial resources
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** Evolve a wider and systemised knowledge and understanding of the main theoretical frameworks underpinning traditional and digital marketing theories in different market sectors. Developing a critical understanding of the principal theories of marketing and the challenges of translating these into digital practice.
Practice: Applied Knowledge and Understanding	**SCQF 11** Plan and execute a significant project of individual study using both marketing intelligence and scholar output .

[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

Generic Cognitive skills	**SCQF 11** Undertaking critical analysis, evaluation and synthesis of ideas, concepts and information from a wide range of sources Drawing on a range of sources in making informed judgements and being capable of discernment, with respect to these sources Demonstrating analysis of conceptual material within digital marketing Investigating and synthesising academic and applied research material and analytical materials relating to the marketing discipline
Communication, ICT and Numeracy Skills	**SCQF 11** Evaluation of material gathered from individual research and critical assessment of research contributions of others to lead to general conclusions
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

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: Kingsnorth, S., 2022. Digital marketing strategy: an integrated approach to online marketing. Kogan Page Publishers. Li, F., Larimo, J. and Leonidou, L.C., 2023. Social media in marketing research: Theoretical bases, methodological aspects, and thematic focus. Psychology & Marketing, 40(1), pp.124-145. Thompson, J.D. and Weldon, J., 2022. Content production for digital media (pp. 91-103). Singapore: Springer.. 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