

University of the West of Scotland

Module Descriptor

Session: 2023/24

Title of Module: Digital Marketing Practice					
Code: MARK11020	SCQF Level: 11 (Scottish Credit and Qualifications Framework)	Credit Points: 20	ECTS: 10 (European Credit Transfer Scheme)		
School:	School of Business & Creative Industries				
Module Co-ordinator:	Theofilos Tzanidis				
Summary of Module					
<p>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.</p> <p>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.</p> <p>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.</p>					
Module Delivery Method					
Face-To-Face	Blended	Fully Online	HybridC	Hybrid 0	Work-Based Learning

<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
See Guidance Note for details.					

Campus(es) for Module Delivery						
The module will normally be offered on the following campuses / or by Distance/Online Learning: (Provided viable student numbers permit) (tick as appropriate)						
Paisley:	Ayr:	Dumfries:	Lanarkshire:	London:	Distance/Online Learning:	Other:
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Add name

Term(s) for Module Delivery					
(Provided viable student numbers permit).					
Term 1		Term 2		Term 3	
	<input checked="" type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>

Learning Outcomes: (maximum of 5 statements) These should take cognisance of the SCQF level descriptors and be at the appropriate level for the module. At the end of this module the student will be able to:	
L1	To evaluate and apply conventional and 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 context
L3	To critically analyse and evaluate the application of traditional marketing concepts, 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 traditional marketing management practices

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)	<p>SCQF Level 11</p> <p>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</p>

Practice: Applied Knowledge and Understanding	<p>SCQF Level 11</p> <p>Applying knowledge gained from internal and external speakers.</p> <p>Applying knowledge gained from personal research and demonstrating this by creating a webpage / blog based on their own ideas and topics.</p>	
Generic Cognitive skills	<p>SCQF Level 11</p> <p>Providing solutions to specific issues being experienced in the field of digital marketing</p> <p>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 digital marketing strategy.</p>	
Communication, ICT and Numeracy Skills	<p>SCQF Level 11</p> <p>Engaging in formal and informal discussions and debates with internal and external presenters</p> <p>Using a range of software systems to demonstrate their skills with particular digital marketing applications</p>	
Autonomy, Accountability and Working with others	<p>SCQF Level 11</p> <p>Working effectively as a part of a team to develop learning resources for other students.</p> <p>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.</p>	
Pre-requisites:	Before undertaking this module the student should have undertaken the following:	
	Module Code:	Module Title:
	Other:	
Co-requisites	Module Code:	Module Title:

*Indicates that module descriptor is not published.

Learning and Teaching
<p>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.</p> <p>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</p>

centred, aiming to deliver an interactive learning experience. 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. In order to support our student's practical skills development, the module will introduce one hour lab/workshops. During these workshops students will develop the capacity to create a website/blog and learn to manage social media promotion channels.

<p>Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:</p>	<p>Student Learning Hours (Normally totalling 200 hours): (Note: Learning hours include both contact hours and hours spent on other learning activities)</p>
Lecture/Core Content Delivery	24
Laboratory/Practical Demonstration/Workshop	24
Asynchronous Class Activity	30
Independent Study	122
	200 Hours Total

****Indicative Resources: (eg. Core text, journals, internet access)**

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.

Please ensure the list is kept short and current. Essential resources should be included, broader resources should be kept for module handbooks / Aula VLE.

Resources should be listed in Right Harvard referencing style or agreed professional body deviation and in alphabetical order.

(*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:

In line with the Academic Engagement Procedure, Students are defined as academically engaged if they are regularly engaged with timetabled teaching sessions, course-related learning resources including those in the library and on the relevant learning platform, and complete assessments and submit these on time. Please refer to the Academic Engagement Procedure at the following link: [Academic engagement procedure](#)

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](#).

Please ensure any specific requirements are detailed in this section. Module Co-ordinators should consider the accessibility of their module for groups with protected characteristics..

(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

Assessment Results (Pass/Fail)	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
School Assessment Board	Marketing, Innovation, Tourism & Events
Moderator	Eileen Conlan
External Examiner	D Morrad
Accreditation Details	e.g. ACCA Click or tap here to enter text.
Changes/Version Number	x

Assessment: (also refer to Assessment Outcomes Grids below)

This section should make transparent what assessment categories form part of this module (stating what % contributes to the final mark).

Maximum of 3 main assessment categories can be identified (which may comprise smaller elements of assessment).

NB: The 30% aggregate regulation (Reg. 3.9) (40% for PG) for each main category must be taken into account. When using PSMD, if all assessments are recorded in the one box, only one assessment grid will show and the 30% (40% at PG) aggregate regulation will not stand. For the aggregate regulation to stand, each component of assessment must be captured in a separate box.

Please provide brief information about the overall approach to assessment that is taken within the module. In order to be flexible with assessment delivery, be brief, but do state assessment type (e.g. written assignment rather than “essay” / presentation, etc) and keep the detail for the module handbook. [Click or tap here to enter text.](#)

Assessment 1 - 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, including presentation of key findings and recommendations (60%).

Development of a digital marketing website/blog, including social media promotion and analytic performance analysis presentation. (40%)

(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.)

Assessment Outcome Grids (See Guidance Note)

Component 1							
Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Learning Outcome (5)	Weighting (%) of Assessment Element	Timetabled Contact Hours
	X		X			60	0

Component 2							
Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Learning Outcome (5)	Weighting (%) of Assessment Element	Timetabled Contact Hours
		X		X		40	0

Change Control:

What	When	Who
Further guidance on aggregate regulation and application when completing template	16/01/2020	H McLean
Updated contact hours	14/09/21	H McLean
Updated Student Attendance and Engagement Procedure	19/10/2023	C Winter
Updated UWS Equality, Diversity and Human Rights Code	19/10/2023	C Winter
Guidance Note 23-24 provided	12/12/23	D Taylor
General housekeeping to text across sections.	12/12/23	D Taylor

Version Number: MD Template 1 (2023-24)