

University of the West of Scotland Module Descriptor

Session: 2023/24

Title of Module: Digital Marketing Strategies			
Code: MARK11047	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:	Majd AbedRabbo		

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 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

Face-To-Face	Blended	Fully Online	HybridC	HybridO	Work-based Learning
		✓	✓	✓	

Face-To-Face

Term used to describe the traditional classroom environment where the students and the lecturer meet synchronously in the same room for the whole provision.

Blended

A mode of delivery of a module or a programme that involves online and face-to-face delivery of learning, teaching and assessment activities, student support and feedback. A programme may be considered "blended" if it includes a combination of face-to-face, online and blended modules. If an online programme has any compulsory face-to-face and campus elements it must be described as blended with clearly articulated delivery information to manage student expectations

Fully Online

Instruction that is solely delivered by web-based or internet-based technologies. This term is used to describe the previously used terms distance learning and e learning.

HybridC

Online with mandatory face-to-face learning on Campus

HybridO

Online with optional face-to-face learning on Campus

Work-based Learning

Learning activities where the main location for the learning experience is in the workplace.

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)

Paisley:	Ayr:	Dumfries:	Lanarkshire:	London:	Distance/Online Learning:	Other:
				✓	✓	✓

Term(s) for Module Delivery

(Provided viable student numbers permit).

Term 1	Term 2	Term 3
✓	✓	✓

Learning Outcomes: (maximum of 5 statements)

On successful completion of this module the student will be able to:

- L1. Critically analyse 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.

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> <ul style="list-style-type: none"> •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	<p>SCQF Level 11.</p> <ul style="list-style-type: none"> •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

	<p>digital marketing strategies, campaigns, concepts, and content.</p> <ul style="list-style-type: none"> •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	<p>SCQF Level 11.</p> <ul style="list-style-type: none"> •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	<p>SCQF Level 11.</p> <ul style="list-style-type: none"> •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	<p>SCQF Level 11.</p> <ul style="list-style-type: none"> •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. 	
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

This module is designed to be hands-on and interactive, delivered through a series of collaborative workshops. These workshops will empower students to research, question, debate, plan, and evaluate effective digital marketing strategies by gradually working through each stage of digital marketing communications planning. They will be encouraged to create digital materials and content, and to present their ideas, reasoning, and outputs to their peers. The workshops will include formative feedback on their ideas and applications, which will be crucial for their learning. The students will be encouraged to reflect on, improve, and perfect

their ideas as the module progresses, and will develop the ability to successfully implement digital marketing strategies in practice.

Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	Student Learning Hours (Normally totalling 200 hours): (Note: Learning hours include both contact hours and hours spent on other learning activities)
Laboratory/Practical Demonstration/Workshop	20
Asynchronous Class Activity	30
Independent Study	150
	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:

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.

Ngarmwongnoi, C., Oliveira, J.S., AbedRabbo, M. and Mousavi, S. (2020), "The implications of eWOM adoption on the customer journey", Journal of Consumer Marketing, Vol. 37 No. 7, pp. 749-759.

Alves, H., Fernandes, C. and Raposo, M., 2016. Social media marketing: a literature review and implications. Psychology & Marketing, 33(12), pp.1029-1038.

Hartemo, M. (2016), "Email marketing in the era of the empowered consumer", Journal of Research in Interactive Marketing, Vol. 10 No. 3, pp. 212-230.

(**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)

Engagement Requirements

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](#)
 Where a module has Professional, Statutory or Regulatory Body requirements these will be listed here:

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Procedure at the following link: Academic engagement procedure
 (<https://www.uws.ac.uk/current-students/supporting-your-studies/your-rights-responsibilities/student-policies/>)

Supplemental Information

Programme Board	Marketing, Innovation, Tourism & Events
Assessment Results (Pass/Fail)	No
Subject Panel	Marketing, Innovation, Tourism & Events
Moderator	TBC
External Examiner	TBC
Accreditation Details	
Changes/Version Number	1

Assessment: (also refer to Assessment Outcomes Grids below)

The assessment for this module includes two parts. In part A, students will provide a critical review of an existing marketing campaign of an organisation, indicating the strengths and weaknesses of this campaign and how it fits the overall marketing strategy of the company. In part B, students will develop a new digital marketing strategy for the same organisation building on the previous campaign using a strategic digital marketing framework. Students are expected to provide a thorough strategy for the campaign and provide supporting visual mock ups/video content of the new campaign where applicable. This assessment will be worth 100% of the module mark. The word count for the digital marketing strategy assessment is 3000 words.

(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 Handbook.)

Assessment Outcome Grids (Footnote A.)

Component 1						
Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Weighting (%) of Assessment Element	Timetabled Contact Hours
Portfolio of practical work	✓	✓	✓	✓	100	0
Combined Total For All Components					100%	0 hours

Footnotes

A. Referred to within Assessment Section above

B. Identified in the Learning Outcome Section above

Note(s):

1. More than one assessment method can be used to assess individual learning outcomes.
2. Schools are responsible for determining student contact hours. Please refer to University Policy on contact hours (extract contained within section 10 of the Module Descriptor guidance note).
This will normally be variable across Schools, dependent on Programmes &/or Professional requirements.

Equality and Diversity

The Equality, Diversity and Human Rights policy underpins student engagement. We aim to make UWS a fair and equal place to study an institution which addresses specific issues covering all aspects of equality, diversity and human rights. Where required module assessment will be adapted to meet student requirements.

UWS Equality and Diversity Policy (<http://www.uws.ac.uk/equality/>)

[UWS Equality and Diversity Policy](#)

(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)