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Module Descriptors

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Session: 2022/23

Last modified: 25/01/2021 14:26:25

Title of Module: Theoretical Perspectives in Digital Marketing

Code: LNDN11016	SCQF Level: 11 (Scottish Credit and Qualifications Framework)	Credit Points: 15	ECTS: 7.5 (European Credit Transfer Scheme)
School:	School of Business & Creative Industries		
Module Co-ordinator:	Karina McGowan		

Summary of Module

This module will develop a theoretical understanding of the discipline of digital marketing and closely related areas such as consumer behaviour, branding, marketing communications and social media marketing.

The module will ensure an advanced understanding of the ongoing developments in the digital marketplace and the forces shaping digital marketing communications from various theoretical perspectives, thus developing a strong awareness of firstly, the digital consumer and their online behaviour, secondly the growing range of digital marketing channels and their application to business and brand settings, the characteristics of digital media and finally, how competitive advantage can be achieved via the use of digital marketing strategy. The module will also afford students the opportunity to explore the key challenges in the management of digital communications.

Students will develop a critical awareness of how organisational, market and communication- based drivers have led to an increased emphasis on digital marketing and will also consider the relationship between traditional and digital communications.

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	

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<p>Learning Outcomes: (maximum of 5 statements)</p> <p>On successful completion of this module the student will be able to:</p> <p>L1. Critically evaluate key theoretical concepts relating to digital marketing communications including consumer behaviour, branding and social media marketing</p> <p>L2. Demonstrate an advanced understanding of the role of digital marketing in developing business and brand strategy</p> <p>L3. Critically analyse how digital marketing tactics have been applied to various organisations as a means to achieve competitive advantage</p>
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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>Demonstrate knowledge of the theoretical perspectives that inform digital marketing and an advanced understanding of the ongoing developments in the digital marketplace</p> <p>Demonstrate a critical awareness of current issues in digital marketing including changing consumer behaviours, the growing range of digital marketing channels, the evolving characteristics of digital media and the key challenges emerging in the management of digital communications</p>
Practice: Applied Knowledge and Understanding	<p>SCQF Level 11.</p> <p>Apply a range of standard and specialised techniques of enquiry to analyse the role of digital marketing in developing business and brand strategy</p> <p>Use a range of specialised skills, practices and materials that are at the forefront of digital marketing to plan and execute a significant project of study</p>
Generic Cognitive skills	<p>SCQF Level 11.</p> <p>Apply critical analysis, evaluation and synthesis to forefront issues in digital marketing, or issues that are informed by forefront developments in the discipline of digital marketing</p> <p>Identify, conceptualise and define new and abstract problems and issues in digital marketing</p>
Communication, ICT and Numeracy Skills	<p>SCQF Level 11.</p> <p>Undertake critical evaluations of a wide range of data</p>
Autonomy, Accountability and Working with others	<p>SCQF Level 11.</p> <p>Exercise substantial autonomy and initiative in professional and equivalent activities</p> <p>Take responsibility for own work and/or significant responsibility for the work of others</p> <p>Demonstrate leadership and/or initiative and make an identifiable contribution to new thinking</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.

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Learning and Teaching	
<p>Lectures will focus on key academic theories and concepts with detailed reading and video links provided in advance of lectures where appropriate. Students are also encouraged to read widely in both the quality and popular media.</p> <p>Tutorials will focus on applying knowledge to digital marketing case studies, audits and examples. In depth discussions will be encouraged and expected.</p> <p>As such the module will aim to combine traditional/digital lectures and class-based interactive sessions, augmented by the provision of material via the VLE, such as recommended PDF articles, practical materials including digital marketing audit templates and material to be prepared for tutorials.</p>	
<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	14
Tutorial/Synchronous Support Activity	14
Asynchronous Class Activity	21
Independent Study	101
	150 Hours Total

**Indicative Resources: (eg. Core text, journals, internet access)
<p>The following materials form essential underpinning for the module content and ultimately for the learning outcomes:</p> <p>Kingsnorth, S.(Latest edition) Digital Marketing Strategy, An integrated approach to online marketing, 2nd edn. London: Kogan Page.</p> <p>Chaffey, D. and Ellis -Chadwick, F. (Latest edition) Digital Marketing, Strategy, implementation and practice, London: Pearson.</p>
<p>(**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)</p>

Engagement Requirements
<p>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</p>

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Supplemental Information

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

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Assessment: (also refer to Assessment Outcomes Grids below)

The assignment is an individual written report comprising of several audits that demonstrate an understanding of the emerging digital consumer and the use of digital marketing channels and tactics within an organisation. The individual report will be worth 100% of the module mark. The word count for the report 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)	Weighting (%) of Assessment Element	Timetabled Contact Hours
Portfolio of written 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

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Note(s):

- More than one assessment method can be used to assess individual learning outcomes.
- 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](#)

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

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