

University of the West of Scotland

Module Descriptor

Session:

Title of Module: Digital Project			
Code: MARK09019	SCQF Level: 9 (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>The aim of this module is to equip the students with the skill set required to plan and deliver a practical digital marketing project. This module will introduce the students to a variety of digital marketing communication tools mainly focusing on analytical based social media growth strategies. This module will focus in helping students develop an understanding the relationship between the social communication platforms, the audience, and the content, while at the same time help them assess growth in engagement using popular analytical packages. The module will also divert focus to include popular AI enhanced digital communication methodologies and will introduce the latest digital practices and developments in the industry.</p> <p>The learning experience is intended to be flexible, and student centred, aiming to deliver an interactive learning experience utilising the latest updates from commercial platforms used by industry. Students will have the opportunity to develop, as part of the module assessments an online portfolio of competencies that will sharpen their practical skills. Students will also be encouraged to develop critical skills and produce material consistent with both academic and current industry requirements.</p> <p>The learning style is blended with students being expected to attend workshop style support sessions and participate in online learning activities 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.</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	<input type="checkbox"/>	Term 2	<input checked="" type="checkbox"/>	Term 3	<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	Develop a knowledge and understanding of digital marketing tools and their relevance in relation to B2B and B2C markets.
L2	Develop and apply practical digital marketing skills.
L3	Critically analyse and evaluate the application of traditional marketing concepts, models and techniques in today's digital business strategy

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 9</p> <p>Demonstrating an understanding of the key theoretical concepts within the digital marketing discipline</p> <p>Demonstrating comprehension of the scope and nature of integrated digital marketing techniques</p>
Practice: Applied Knowledge and Understanding	<p>SCQF Level 9</p> <p>Making use of key practical techniques and skills relating to the organisation of digital marketing management</p> <p>Making use of investigative enquiry into the application of digital marketing management tools</p>
Generic Cognitive skills	<p>SCQF Level 9</p> <p>Demonstrating analysis of conceptual material within digital marketing Investigating and synthesising academic and applied research material and analytical materials relating to the marketing discipline</p>

Communication, ICT and Numeracy Skills	SCQF Level 9 Demonstrating fluency in oral and written communication Making use of electronic data to aid investigation Analysing and reporting on industry data	
Autonomy, Accountability and Working with others	SCQF Level 9 Demonstrating the ability to work within peer teams Demonstrating the ability to undertake research independently	
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-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.</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	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:

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.

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:

Free Text – to add detail

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	Dr. Emma Reid
External Examiner	J White
Accreditation Details	e.g. ACCA Click or tap here to enter text .
Changes/Version Number	

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 (60%).

Development of a social media activity and strategic plan, 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	

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					40	

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)