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Module Descriptors

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Session: 2022/23

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Title of Module: Digital Marketing and Analytics

Code: MARK09021	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:	Emma Reid		

Summary of Module

This module will introduce the students to a variety of digital marketing tools including, micro blog platforms, social media tools, web platforms and analytical packages. The module will introduce the latest digital practices and developments in the industry. Students will learn to apply digital marketing theories and models for a range of scenarios.

The learning experience is intended to be flexible and student centred, aiming to deliver an interactive learning experience. Students will also be encouraged to develop critical skills in digital marketing and produce material consistent with both academic and current industry requirements. Students will also develop analytical skills and interpret digital and social media data to provide actionable insights.

The learning style is blended with students being expected to attend workshop style support sessions and participate in online learning activities.

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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Learning Outcomes: (maximum of 5 statements)
<p>On successful completion of this module the student will be able to:</p> <p>L1. Critically evaluate a range of digital marketing tools</p> <p>L2. Critically analysis relevant digital marketing theories and models</p> <p>L3. Propose digital marketing solutions to organisations</p> <p>L4. Analyse data from a range of digital sources to suggest practical solutions for organisations.</p>

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 Level 9. Analyse data from a range of digital sources to suggest practical solutions for organisations.
Practice: Applied Knowledge and Understanding	SCQF Level 9. Making use of key practical techniques and skills relating to the organisation of digital marketing Making use of investigative enquiry into the application of digital marketing and analytic tools
Generic Cognitive skills	SCQF Level 9. 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 Level 9. Present or convey, formally and informally, information about the module topics to an informed audience. Communicate with others (eg peers, teaching staff) in a professional manner. Use a range of sources of information (including e-sources) to search for module-related information. Use standard applications (such as Word and Powerpoint) to present and display data. Convey information in a clear and accessible manner Making use of electronic data to aid investigation
Autonomy, Accountability and Working with others	SCQF Level 9. Exercise managerial responsibility in relation to self and others (as appropriate) in order to prepare/undertake class activities and prepare/produce and submit assessment tasks. Where required and appropriate (eg during class activities), adopt a leadership/managerial role.

Demonstrating the ability to work within peer teams Demonstrating the ability to undertake research independently Reflect on the learning from the module.
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Pre-requisites:	Before undertaking this module the student should have undertaken the following:	
	Module Code:	Module Title:
	Other:	Introduction to Marketing
Co-requisites	Module Code:	Module Title:

* Indicates that module descriptor is not published.

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Learning and Teaching	
This module will normally be taught using a one hour recorded lecture and two-hour interactive workshop format. There will be a programme of activities issued via the VLE which students will be required to engage in and prepare advance of class.	
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)
Lecture/Core Content Delivery	36
Independent Study	164
	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 (2022) Digital Marketing (8th ed)

Further resources will be detailed on 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)

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:
In line with the Academic Engagement and Attendance 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 VLE, and complete assessments and submit these on time. Please refer to the Academic Engagement and Attendance Procedure at the following link: [Academic engagement and attendance procedure](#)

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Supplemental Information

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

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Assessment: (also refer to Assessment Outcomes Grids below)

The assessment for this module is a piece of group work (worth 30%) and an independent digital marketing project (which will include analysis of digital and social media data) (70%) The compilation of which will demonstrate engagement with the digital marketing theories and models discussed in the module.

(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 written work		✓	✓		30	0
Portfolio of practical work	✓			✓	70	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):

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

In order for the student to complete this module an element of computer lab work will require to be undertaken [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)

