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## MODULE DESCRIPTOR

### Module Title

Digital Media Platforms And Practices

|           |            |             |        |
|-----------|------------|-------------|--------|
| Reference | BS1288     | Version     | 5      |
| Created   | April 2018 | SCQF Level  | SCQF 7 |
| Approved  | July 2019  | SCQF Points | 15     |
| Amended   | June 2018  | ECTS Points | 7.5    |

### Aims of Module

To introduce students to theory and practice relating to digital media. The module will discuss how and why businesses and consumers go online; contemporary digital practices, including digital marketing strategy, online brand management and social media.

### Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Evaluate the quality of digital marketing strategy and digital media using a range of criteria (aesthetics, usability, technical efficiency etc).
- 2 Demonstrate an understanding of contemporary digital practices and platforms.
- 3 Demonstrate engagement with social networking and digital tools.

### Indicative Module Content

The module starts with a review of digital strategy. Digital media developments and motivations for usage from both consumer and business perspectives are then examined. Students also explore a variety of contemporary web uses from a business perspective, including media communications, branding and marketing.

### Module Delivery

The module will be delivered using a mixture of lectures, computer lab work and the use of relevant digital media. In addition, students will be directed to work independently through a series of online exercises.

### Indicative Student Workload

|  | Full Time | Part Time |
|--|-----------|-----------|
| Contact Hours  | 30        | N/A       |
| Non-Contact Hours  | 120       | N/A       |
| Placement/Work-Based Learning Experience [Notional] Hours                    | N/A       | N/A       |
| TOTAL  | 150       | N/A       |
| <i>Actual Placement hours for professional, statutory or regulatory body</i> |           |           |

**ASSESSMENT PLAN**

If a major/minor model is used and box is ticked, % weightings below are indicative only.

**Component 1**

Type: Coursework Weighting: 100% Outcomes Assessed: 1, 2, 3  
 Description: Individual Portfolio Assessment

**MODULE PERFORMANCE DESCRIPTOR****Explanatory Text**

The module is assessed by one component: C1 - Coursework - 100% weighting. Module Pass Mark = Grade D (40%)

| Module Grade | Minimum Requirements to achieve Module Grade:                                  |
|--------------|--|
| <b>A</b>     | 70% or above   |
| <b>B</b>     | 60% - 69%  |
| <b>C</b>     | 50% - 59%  |
| <b>D</b>     | 40% - 49%  |
| <b>E</b>     | 35% - 39%  |
| <b>F</b>     | 0% - 34%   |
| <b>NS</b>    | Non-submission of work by published deadline or non-attendance for examination |

**Module Requirements**

|                          |       |
|--------------------------|-------|
| Prerequisites for Module | None. |
| Corequisites for module  | None. |
| Precluded Modules        | None. |

**INDICATIVE BIBLIOGRAPHY**

- 1 CHAFFEY, D. and SMITH, P.R., 2017. *Digital marketing excellence: planning, optimizing and integrating online marketing*. 5th ed. Oxon: Routledge
- 2 SMART INSIGHTS, 2018. *Plan, manage and optimize your marketing*. [online]. Leeds: Smart Insights. Available from: <http://www.smartinsights.com/> [Accessed 13 April 2018].
- 3 MOZ, 2018. *The Moz Blog*. [online]. Seattle: Moz. Available from: <https://moz.com/blog> [Accessed 13 April 2018].
- 4 ECONSULTANCY, 2018. *Practical, relevant and immediate*. [online]. London: Econsultancy. Available from: <https://econsultancy.com> [Accessed 13 April 2018].
- 5 FILL, C. and TURNBULL, S., 2016. *Marketing communications: discovery, creation and conversions*. 7th ed. Harlow: Pearson.