

## MODULE DESCRIPTOR

### Module Title

Digital Media Platforms And Practices

Reference	CB1288	Version	1
Created	January 2020	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 calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
<b>A</b>	The student needs to achieve an A in C1.
<b>B</b>	The student needs to achieve a B in C1.
<b>C</b>	The student needs to achieve a C in C1.
<b>D</b>	The student needs to achieve a D in C1.
<b>E</b>	The student needs to achieve an E in C1.
<b>F</b>	The student needs to achieve an F in C1.
<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.