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MODULE DESCRIPTOR

Module Title

Digital Marketing Agency

Reference	CB3027	Version	1
Created	August 2018	SCQF Level	SCQF 9
Approved	October 2018	SCQF Points	30
Amended		ECTS Points	15

Aims of Module

To provide students with an opportunity to operate their own Digital Marketing Agency, in a practice situation, selecting methods to meet project needs and plan campaigns to a professional standard.

Learning Outcomes for Module

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

- 1 Evaluate a range of digital marketing approaches and their underlying principles, and identify appropriate methods for a client brief.
- 2 Appraise and apply digital marketing skills and techniques in response to client needs.
- 3 Review, discuss and evaluate both their personal and their peers' contribution to the agency, its choice of strategies and its successes, problems and overall effectiveness.
- 4 Identify and analyse connections between practice insight gained from the agency project with academic literature and theory.

Indicative Module Content

There will be preparatory taught sessions that cover relevant aspects of digital marketing strategy, project management, client relationship management, online consumer behaviour, content marketing, social media management, digital marketing campaigns.

Module Delivery

This module will be delivered via: staff presentations, access to industry experience and support and collaborative group workshops. Workshops will place a significant emphasis upon student planning, presentation and collaboration, both as individuals and team members.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	44	N/A
Non-Contact Hours	256	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	300	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: 50% Outcomes Assessed: 1, 2, 3

Description: Group Presentation

Component 2

Type: Coursework Weighting: 50% Outcomes Assessed: 1, 2, 3, 4

Description: Individual Written Assessment

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The module is assessed by two components: C1 - Coursework - 50% weighting. C2 - Coursework - 50% weighting. Module Pass Mark = Grade D (40%) with a minimum of 35% in each component.

Module Grade	Minimum Requirements to achieve Module Grade:
A	70% or above
B	60-69%
C	50-59%
D	40-49%
E	35-39%
F	0-34%
NS	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 ELLIS-CHADWICK, F., 2022. *Digital Marketing*. 8th ed. New Jersey: Pearson. Available as Ebook.
- 2 CHAFFEY, D. and SMITH, P., 2017. *Digital Marketing Excellence*. New York: Routledge.
- 3 CHARLESWORTH, A., 2018. *Digital Marketing: A Practical Approach*. 3rd ed. Oxon: Routledge.
- 4 DODSON, I., 2016. *The Art of Digital Marketing: The definitive guide to creating strategic, targeted and measurable online campaigns*. New Jersey: Wiley & Sons Inc.
- 5 FILL, C., 2019. *Marketing Communications: touchpoints, sharing and disruption*. 8th ed. Harlow: Pearson. Available as Ebook.
- 6 SHIVAKUMAR, S.K., 2018. *Complete Guide To Project Management from Pre-Sales to Post-Production*. New York: Apress. Available as Ebook.
- 7 WICKHAM, L. and WILCOCK, J., 2016. *Management Consulting: delivering an effective project*. 5th ed. Harlow: Pearson Education Limited.