

MODULE DESCRIPTOR

Module Title

Digital Marketing Agency

Reference	CB3027	Version	4
Created	March 2024	SCQF Level	SCQF 9
Approved	October 2018	SCQF Points	30
Amended	April 2024	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. There will be preparatory taught sessions that cover relevant aspects of digital marketing strategy, project management, client relationship management, team development, self-reflection, online consumer behaviour, content marketing, social media management, and digital marketing campaigns. This module engages students with UNESCO's Education for Sustainable Development Collaboration, Critical Thinking, and Self-awareness competencies as in a group setting students collaboratively develop digital marketing campaign materials for a client, they question current practice, norms and opinions and reflect on their own professional practice through evaluation of their own actions and participatory problem-solving.

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
Actual Placement hours for professional, statutory or regulatory body		

ASSESSMENT PLAN

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

Component 1

Type:	Coursework	Weighting:	40%	Outcomes Assessed:	1, 2, 3
Description:	Group Presentation				

Component 2

Type:	Coursework	Weighting:	60%	Outcomes Assessed:	1, 2, 3, 4
Description:	Individual Written Assessment				

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The calculation of the overall grade for this module is based on 40% weighting of C1 and 60% weighting of C2 components. An overall minimum grade D is required to pass the module.

		Coursework:						
		A	B	C	D	E	F	NS
Coursework:	A	A	A	B	B	C	E	
	B	B	B	B	C	C	E	
	C	B	C	C	C	D	E	
	D	C	C	D	D	D	E	
	E	C	D	D	E	E	E	
	F	E	E	E	E	F	F	
	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.