

## MODULE DESCRIPTOR

### Module Title

Digital Marketing Project

Reference	CB3028	Version	3
Created	February 2024	SCQF Level	SCQF 9
Approved	October 2018	SCQF Points	30
Amended	April 2024	ECTS Points	15

### Aims of Module

To provide the student with the opportunity to integrate knowledge and skills gained through the course to a self-selected project which links to an industry-based case study or consultancy requirement.

### Learning Outcomes for Module

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

- 1 Develop a plan to achieve specified objectives in response to client needs.
- 2 Produce professional forms of digital-marketing communication for a defined audience and market.
- 3 Apply in a practical context, the knowledge, understanding and skills developed in the taught elements of the programme.
- 4 Reflect on your existing learning skills and knowledge and how new professional skills should be acquired to maximise employability.

### Indicative Module Content

This project is a major piece of self-study, requiring students to demonstrate their ability to understand, analyse, apply and evaluate relevant digital-marketing and media theories, concepts and applications. Students will generate conclusions and practical output in response to a self-selected digital marketing issue or business-based problem. It is envisaged that the majority of projects tackled will be live client consultancy projects, however purely conceptual pieces of work are also acceptable. This module engages students with UNESCO's Education for Sustainable Development *Anticipatory, Strategic, Critical Thinking* and *Self-awareness* competencies in terms of developing a digital campaign plan for a self-selected client, evaluating its outcomes, acknowledging potential risks and changes, understanding the needs, perspectives and actions of others, reflecting on their own perceptions and evaluating their actions to question norms, practices and opinions.

### Module Delivery

The module will be delivered through a combination of web-based open educational resources, an introductory workshop and online activities, with one-to-one supervision on a weekly basis for six weeks.

**Indicative Student Workload**

	Full Time	Part Time
Contact Hours	8	N/A
Non-Contact Hours	292	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:	100%	Outcomes Assessed:	1, 2, 3, 4
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 ELLIS-CHADWICK, F., 2022. *Digital Marketing*. 8th ed. Harlow: Pearson. Available as Ebook.
- 2 CHAFFEY, D. and SMITH, P., 2023. *Digital Marketing Excellence*. 6th ed. New York: Routledge. Available as Ebook.
- 3 CHARLESWORTH, A., 2023. *Digital Marketing: A Practical Approach*. 4th ed. London: Routledge. Available as Ebook.
- 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. Available as Ebook.
- 5 LOON, M., 2016. *Professional practice in learning and development: how to design and deliver plans for the workplace*. London: Kogan Page.
- 6 RIES, E., 2011. *The Lean Startup: How constant innovation creates radically successful businesses*. London: Portfolio/ Penguin. Available as Ebook.
- 7 SHIVAKUMAR, S.K., 2018. *Complete Guide To Digital Project Management: From Pre-Sales To Post-Production*. New York: Apress. Available as Ebook.
- 8 WICKHAM, L. and WILCOCK, J., 2020. *Business and management consulting: delivering an effective project*. 6th ed. Harlow: Pearson. Available as Ebook.