

MODULE DESCRIPTOR

Module Title

Digital Marketing Leadership

Reference	CB4002	Version	2
Created	February 2024	SCQF Level	SCQF 10
Approved	July 2023	SCQF Points	15
Amended	April 2024	ECTS Points	7.5

Aims of Module

To develop students' critical understanding of the managerial skills and activities involved in the implementation of a digital marketing campaign and apply relevant underpinning theories, through the process of leading and supporting a project team effectively.

Learning Outcomes for Module

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

- 1 Demonstrate a deep understanding of digital marketing project management and strategy, skills, principles and techniques to be applied to a practical context.
- 2 Expertly apply strategic managerial judgement and identify appropriate digital marketing methods, skills and tools to a digital marketing problem.
- 3 Critically identify and discuss issues involved in managing teams and projects in the digital marketing industry.
- 4 Evaluate critically their own practice and that of peer colleagues in a professional and adaptive manner with reference to academic theory and literature.

Indicative Module Content

There will be preparatory taught sessions that cover relevant aspects of digital marketing strategy, project management, leadership, market research, client relationship management, campaign idea generation and digital marketing strategy planning. This module engages students with UNESCO's Education for Sustainable Development *Anticipatory, Strategic, Collaboration* and *Critical Thinking* competencies as it requires them to collectively develop a digital campaign plan, evaluate its outcomes, acknowledge potential risks and changes, learn from others through collaborative problem-solving, understand the needs, perspectives and actions of others and reflect on their own perceptions and evaluating their actions to question norms, practices and opinions.

Module Delivery

This module has a specific emphasis upon developing digital marketing industry leadership skills. Students will assume a significant degree of responsibility for the management of their team project. Students will be responsible for specific elements of the project management process: organising and maintaining accurate project records e.g. online log books, arranging and chairing meetings, monitoring and encouraging effective time management by all members of the team, arranging periodic formal progress meetings with team, presenting evidence of team progress to peers and colleagues, contributing to staff evaluation of team project success.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	44	N/A
Non-Contact Hours	106	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, 4
Description:	Individual Practical 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:
A	The student needs to achieve an A in C1.
B	The student needs to achieve a B in C1.
C	The student needs to achieve a C in C1.
D	The student needs to achieve a D in C1.
E	The student needs to achieve an E in C1.
F	The student needs to achieve an F in C1.
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.

ADDITIONAL NOTES

Students who engage with this module through attendance and participation will be exposed to the following Meta Skills: Leading, Collaborating and Communicating.

INDICATIVE BIBLIOGRAPHY

- 1 CHAFFEY, D. and ELLIS-CHADWICK, F., 2016. *Digital Marketing*. 6th 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., 2016. *Marketing Communications: Brands, experience and participation*. 7th ed. Harlow: Pearson. Available as Ebook.
- 6 KINGSNORTH, S., 2016. *Digital Marketing Strategy: an integrated approach to online marketing*. London: Kogan Page Limited.
- 7 NORTHOUSE, P, G., 2018. *Leadership: Theory and Practice*. 8th ed. California: Sage Publications.
- 8 SHIVAKUMAR, S.K., 2018. *Complete Guide To Project Management from Pre-Sales to Post-Production*. New York: Apress. Available as Ebook.