

MODULE DESCRIPTOR

Module Title

Digital Marketing Strategy

Reference	CBM002	Version	2
Created	February 2024	SCQF Level	SCQF 11
Approved	June 2018	SCQF Points	15
Amended	April 2024	ECTS Points	7.5

Aims of Module

To enable students to critically appraise digital marketing strategy and planning in order to assess, develop and implement appropriate digital marketing strategies in a variety of scenarios.

Learning Outcomes for Module

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

- 1 Distinguish and evaluate the drivers, behaviours and models within the digital marketing literature.
- 2 Analyse and critically appraise digital marketing concepts and propositions in the context of the digital media landscape.
- 3 Evaluate and apply digital marketing strategies and tactics to business scenarios, reflecting on implementation issues.

Indicative Module Content

Assessing digital marketing systems in the context of traditional marketing and wider business functions, evaluating its relevance in terms of both the internal and external environments. Digital marketing communications including Search Engine Optimisation, Content and Social Media Marketing, Email Marketing, Digital Campaigns and Advertising, Web Analytics and Measurement, Electronic Customer Relationship Management (ECRM); Online Consumer Behaviour; B2B and B2C networks, Business Metrics; ROI optimisation. Students will also be analysing how sustainable practices affect digital marketing strategy by reviewing the 17 UN Sustainable Development Goals.

Module Delivery

This module comprises a combination of online and classroom presentations, materials and activities in a range of interactive formats. Students are expected to prepare for and contribute to each activity.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	36	N/A
Non-Contact Hours	114	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:
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.

INDICATIVE BIBLIOGRAPHY

- 1 CHAFFEY, D. and ELLIS-CHADWICK, F., 2022. Digital Marketing: Strategy, Implementation and Practice. Harlow: Pearson Education Limited.
- 2 KINGSNORTH, S., 2022. The Digital Marketing Handbook: Deliver Powerful Digital Campaigns. London: Kogan Page Limited.
- 3 RYAN, D., 2020. Understanding Digital Marketing: A Complete Guide to Engaging Customers and Implementing Successful Digital Campaigns. 5th ed. London: Kogan Page Limited.
- 4 HANLON, A., 2019. Digital Marketing: strategic Planning and Integration. London: Sage Publications.
- 5 CHARLESWORTH, A., 2018. Digital Marketing: A Practical Approach. 3rd ed. Abingdon, Oxon: Routledge.
- 6 SPONDER, M., and KHAN, G. F., 2018. Digital Analytics for Marketing. New York: Routledge.
- 7 CHAFFEY, D. and SMITH, P.R., 2017. Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing. 5th ed. Abingdon, Oxon: Taylor & Francis.
- 8 FILL, C. and TURNBULL, S., 2016. Marketing Communications: Discovery, Creation and Conversations. 7th ed. Harlow: Pearson Education Limited.