

MODULE DESCRIPTOR

Module Title

Digital Marketing

Reference	CBM035	Version	2
Created	January 2020	SCQF Level	SCQF 11
Approved	February 2019	SCQF Points	15
Amended	June 2020	ECTS Points	7.5

Aims of Module

To develop an advanced understanding and application of online marketing strategy and the effective use of practical digital marketing tools and practices.

Learning Outcomes for Module

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

- 1 Critically examine and critique the key elements of an effective digital marketing strategy.
- 2 Critically analyse the use of relevant digital marketing frameworks and theories in developing specific digital strategies.
- 3 Successfully apply a range of digital marketing skills and techniques in response to a practical marketing scenario.
- 4 Appraise digital marketing decisions and their success in relation to campaign management and strategy.

Indicative Module Content

Introduction to digital marketing strategy; online consumer behaviour; the decision making process in the digital age; Google Analytics; Search Engine Optimisation; the role of paid advertising; tracking and measuring online success.

Module Delivery

This module will be delivered using lectures and tutorials, interactive group discussions, practical lab sessions and directed self study.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	33	N/A
Non-Contact Hours	117	150
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	150
<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.

INDICATIVE BIBLIOGRAPHY

- 1 CHAFFEY, D. and SMITH, P., 2017. *Digital Marketing Excellence*. New York: Routledge.
- 2 CHARLESWORTH, A., 2018. *Digital Marketing: A Practical Approach*. 3rd ed. Oxon: Routledge.
- 3 DODSON, I., 2016. *The Art of Digital Marketing: The definitive guide to creating strategic, targeted and measurable online campaigns*. New Jersey: Wiley & Sons Inc.
- 4 FILL, C., 2016. *Marketing Communications: Brands, experience and participation*. 7th ed. Harlow: Pearson. Available as Ebook.
- 5 JUSKA, J. M., 2017. *Integrated Marketing Communications: Advertising and Promotion in a Digital World*. New York: Routledge. Available as Ebook.