

## 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:
<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 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.