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MODULE DESCRIPTOR

Module Title

Strategic Digital Communications

| | | | |
|-----------|--------------|-------------|---------|
| Reference | CBM805 | Version | 1 |
| Created | January 2020 | SCQF Level | SCQF 11 |
| Approved | June 2018 | SCQF Points | 30 |
| Amended | June 2017 | ECTS Points | 15 |

Aims of Module

To develop an advanced understanding of digital communications strategy and the effective use of contemporary online communication tools.

Learning Outcomes for Module

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

- 1 Critically examine and compare the key elements of a digital communications strategy.
- 2 Critically appraise the use of communication frameworks and theories in developing digital strategies.
- 3 Assess and synthesise theory and application of practical digital skills in relation to digital communications management.
- 4 Evaluate and appraise digital communication decisions and success in relation to the wider communications strategy and business goals.

Indicative Module Content

Digital communications strategy will be assessed, giving attention to digital marketing, online user experience, online public relations, social media, search engine optimisation, conversion optimisation, content marketing, online advertising and web analytics. Internal and external factors influencing the digital communications process will be analysed. The importance of measuring and evaluating digital success is emphasised throughout. Practical digital tools will be applied, focusing on how they align and contribute to the overall business strategy.

Module Delivery

The module is delivered in taught mode by lectures, interactive group discussions, practical labs and directed self study. The module is delivered in distance learning mode by self directed study from web-based learning materials and online support. On-campus taught delivery hours are denoted below as full-time. Online distance learning delivery is denoted as part-time.

Indicative Student Workload

| | Full Time | Part Time |
|--|-----------|-----------|
| Contact Hours | 48 | N/A |
| Non-Contact Hours | 252 | 300 |
| Placement/Work-Based Learning Experience [Notional] Hours | N/A | N/A |
| TOTAL | 300 | 300 |
| <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: Communicating, Critical Thinking and Creativity.

INDICATIVE BIBLIOGRAPHY

- 1 SMART INSIGHTS, 2024. Marketing strategy ? How to structure your marketing plan [online]. Leeds: Smart Insights. Available from: <https://www.smartinsights.com/marketing-planning/marketing-strategy/> [Accessed 15 February 2024].
- 2 SEMrush, 2024. Data & Insights[online]. Boston: SEMrush. Available from: <https://www.semrush.com/> Accessed 15 February 2024].
- 3 MOZ, 2024. The Moz Blog.[online]. Seattle: Moz. Available from: <https://moz.com/blog> [Accessed 15 February 2024].
- 4 KINGSNORTH, S., 2022. The digital marketing handbook: deliver powerful digital campaigns. London:KoganPage
- 5 CHAFFEY, D. and ELLIS-CHADWICK, F., 2019. Digital marketing. 7th ed. Harlow, England: Pearson.