ROBERT GORDON UNIVERSITY ABERDEEN

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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
Actual Placement hours for professional, statutory or regulatory body		

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. 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.