

MODULE DESCRIPTOR

Module Title

Web And Mobile Development In Practice

Reference	CM3140	Version	1
Created	September 2023	SCQF Level	SCQF 9
Approved	April 2024	SCQF Points	15
Amended		ECTS Points	7.5

Aims of Module

To introduce the concepts and principles of contemporary digital marketing, and provide students with the opportunity to develop associated digital assets while working as part of an interdisciplinary marketing agency team.

Learning Outcomes for Module

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

- 1 Demonstrate understanding of digital marketing approaches, their underlying concepts, and principles.
- 2 Interpret plans for digital marketing agencies with respect to the selection of appropriate digital technologies for implementing associated digital assets.
- 3 Assemble working digital assets to support a marketing agency.
- 4 Demonstrate ability to collaborate in a small interdisciplinary team, adopting best practices for software development while evaluating individual and peer contributions.

Indicative Module Content

There will be taught sessions that cover relevant aspects of digital marketing strategy, project management, and interdisciplinary relationship management, along with software development planning, development, and deployment in the context of a digital marketing project.

Module Delivery

This module will be delivered via: staff presentations, access to industry experience and support and collaborative group workshops. Workshops will place a significant emphasis upon student planning, presentation and collaboration, both as individuals and team members

Indicative Student Workload

	Full Time	Part Time
Contact Hours	30	N/A
Non-Contact Hours	120	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
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:	Team-based design, development, and evaluation of digital assets associated with a marketing agency.				

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The calculation of the overall grade for this module is based on 100% weighing 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., 2016. Digital Marketing. 6th ed. New Jersey: Pearson. Available as Ebook.
- 2 CHARLESWORTH, A., 2018. Digital Marketing: A Practical Approach. 3rd ed. Oxon: Routledge.
- 3 SHIVAKUMAR, S.K., 2018. Complete Guide To Digital Project Management: From Pre-Sales To Post-Production. New York: Apress. Available as Ebook.
- 4 KNAPP, J., ZERATSKY, J. and KOWITZ, B., 2016. Sprint: How to solve big problems and test new ideas in just five days. Simon and Schuster.
- 5 McDONALD, K.J., 2015. Beyond Requirements: Analysis with an Agile Mindset. Addison-Wesley Professional.