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MODULE DESCRIPTOR

Module Title

Digital Media Platforms And Practices

Reference	CB1288	Version	1
Created	January 2020	SCQF Level	SCQF 7
Approved	July 2019	SCQF Points	15
Amended	June 2018	ECTS Points	7.5

Aims of Module

To introduce students to theory and practice relating to digital media. The module will discuss how and why businesses and consumers go online; contemporary digital practices, including digital marketing strategy, online brand management and social media.

Learning Outcomes for Module

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

1	Evaluate the quality of digital marketing strategy and digital media using a range of criteria (aesthetics, usability, technical efficiency etc).
2	Demonstrate an understanding of contemporary digital practices and platforms.
3	Demonstrate engagement with social networking and digital tools.

Indicative Module Content

The module starts with a review of digital strategy. Digital media developments and motivations for usage from both consumer and business perspectives are then examined. Students also explore a variety of contemporary web uses from a business perspective, including media communications, branding and marketing.

Module Delivery

The module will be delivered using a mixture of lectures, computer lab work and the use of relevant digital media. In addition, students will be directed to work independently through a series of online exercises.

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
Description:	Individual Portfolio 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.R., 2017. *Digital marketing excellence: planning, optimizing and integrating online marketing*. 5th ed. Oxon: Routledge
2	SMART INSIGHTS, 2018. *Plan, manage and optimize your marketing.* [online]. Leeds: Smart Insights. Available from: http://www.smartinsights.com/ [Accessed 13 April 2018].
3	MOZ, 2018. *The Moz Blog.* [online]. Seattle: Moz. Available from: https://moz.com/blog [Accessed 13 April 2018].
4	ECONSULTANCY, 2018. *Practical, relevant and immediate.* [online]. London: Econsultancy. Available from: https://econsultancy.com [Accessed 13 April 2018].
5	FILL, C. and TURNBULL, S., 2016. *Marketing communications: discovery, creation and conversions.* 7th ed. Harlow: Pearson.