

Module Outline

Part 1- as validated

1. Title	Digital Marketing – strategy and practice
2. Level	6
3. Credits	20
4. Indicative Student Study Hours	200
5. Core (must take and pass), Compulsory (must take) or Optional	Optional

5. Brief Description of Module (purpose, principal aims and objectives)

The aim of this module is to provide a comprehensive understanding of the main theories and principles of digital marketing, including effective relationship management. It will also provide practical skills and knowledge in the areas of digital marketing, such as social media engagement, e-mail marketing (e-shots), blogging and Search Engine Optimization (SEO). The principles and practice of effective web site design will also be explored through the development of a commercial quality website, utilizing an industry recognized Content Management System (CMS). Additionally, the importance of an integrated approach to digital marketing, traditional marketing and business strategy will also be addressed.

6. Learning Outcomes - On successful completion of this module a student will be able to:

	<i>Subject-specific learning outcomes:</i>
1.	Review and evaluate contemporary digital marketing practice
2.	Critically evaluate marketing theory in the context of contemporary digital marketing
3.	Develop an integrated marketing strategy for organizations, utilizing traditional and digital techniques where appropriate
4.	Evaluate the new marketing strategy through the development of an appropriate digital platform
	<i>Generic learning outcomes:</i>
5.	Independently analyse evidence that may be abstract or set within unfamiliar contexts
6.	Select and apply appropriate information or tools to unfamiliar contexts

7. Assessment**Pass on aggregate or Pass all components***(modules can only be pass all components if this is a PSRB requirement)*

Pass on aggregate

Summary of Assessment Plan

	Type	% Weighting	Anonymous Yes / No	Word Count/ Exam Length	Learning Outcomes Coverage	Comments
1.	Report	50%	No	2500	1,2,3,5,6	
2.	Presentation	50%	No	15mins	1,4,6	

Further Details of Assessment Proposals

Give brief explanation of each assessment activity listed

The report will show evaluation of digital marketing practice in an organization in the light of theory and current developments, and will show development of a marketing strategy.

The presentation will show the development of a contemporary digital platform to evaluate its efficacy in relation to its marketing and revenue generating functions.

8. Summary of Pre and / or Co Requisite Requirements

N/A

9. For use on following programmes

BA(Hons) Business and Management