

<b>Module code: MOD005457</b>	<b>Version: 1 Date Amended: 22/Jun/2016</b>
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<b>1. Module Title</b>
Digital Marketing

<b>2a. Module Leader</b>
Null

<b>2b. Department</b>
Department of Leadership and Management

<b>2c. Faculty</b>
Lord Ashcroft International Business School

<b>3a. Level</b>
6

<b>3b. Module Type</b>
Standard (fine graded)

<b>4a. Credits</b>
30

<b>4b. Study Hours</b>
300

<b>5. Restrictions</b>			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
<b>Courses to which this module is restricted:</b>	BSc (Hons) Business and Marketing		

## LEARNING, TEACHING AND ASSESSMENT INFORMATION

### 6a. Module Description

Digital marketing is central to the employability of ARUL students. Most modern marketing jobs involve the knowledge of digital marketing as a central component. The transferable skills gained by students studying this module will greatly enhance the employability of our graduating students.

The module enables students to consider the essential elements of digital marketing to include its uses in and applications to customer databases and its links to strategic marketing. Importantly, it affords a consideration of the growing relevance of social media and the legal environment impacting on digital marketing.

### 6b. Outline Content

Direct and digital marketing

Customer databases and application

Using external databases and direct marketing

Direct marketing, objectives and strategies

Strategic influences on direct digital marketing

Relationship marketing and CRM

Digital marketing and the internet

Social media

Offers and incentives in direct marketing

Direct marketing media

Creative practice and consumer behaviour in direct marketing

Testing, budgeting in direct marketing

Legal impacts on direct, database and digital marketing

### 6c. Key Texts/Literature

Key Text (recommended to purchase):

Tapp A, Whitten I and Housden M- (2014), Principles of Direct , Database and Digital Marketing- 5th Edition, Pearsons

Other:

Chaffey D and Ellis-Chadwick F (2016)-, Digital Marketing – Strategy, Implementation and Practice- 6th Edition- Pearsons

***Last Updated:***

**6d. Specialist Learning Resources**

None

**7. Learning Outcomes (threshold standards)**

No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Understand the opportunities and challenges presented through the disruptive digital environment
2	Knowledge and Understanding	Assess the impact and influence of the dynamic digital environment Digital toolkit
3	Knowledge and Understanding	Know how key digital tools can support and enhance marketing
4	Knowledge and Understanding	Understand the relevance of digital platforms and channels in context Digital in action
5	Intellectual, practical, affective and transferrable skills	Develop digital activities to support and enhance multichannel marketing
6	Intellectual, practical, affective and transferrable skills	Apply the key principles involved in monitoring and measuring digital marketing effectiveness

**8a. Module Occurrence to which this MDF Refers**

Year	Occurrence	Period	Location	Mode of Delivery
2016/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

<b>8b. Learning Activities for the above Module Occurrence</b>			
<b>Learning Activities</b>	<b>Hours</b>	<b>Learning Outcomes</b>	<b>Details of Duration, frequency and other comments</b>
Lectures	72	1-6	2x Lecture 2 hours per week x 24 weeks of delivery
Other teacher managed learning	0	N/A	N/A
Student managed learning	228	1-6	228 hours during the study period of tutor led and/or individual focussed study including reading, exercises, case studies and library research
<b>TOTAL:</b>	<b>300</b>		

<b>9. Assessment for the above Module Occurrence</b>					
<b>Assessment No.</b>	<b>Assessment Method</b>	<b>Learning Outcomes</b>	<b>Weighting (%)</b>	<b>Fine Grade or Pass/Fail</b>	<b>Qualifying Mark (%)</b>
010	Coursework	1-6	50 (%)	Fine Grade	30 (%)
<b>Practical individual assessment equivalent to 3000 words.</b>					
<b>Assessment No.</b>	<b>Assessment Method</b>	<b>Learning Outcomes</b>	<b>Weighting (%)</b>	<b>Fine Grade or Pass/Fail</b>	<b>Qualifying Mark (%)</b>
011	Practical	1-6	50 (%)	Fine Grade	30 (%)
<b>Group presentation (15-20 minutes) plus written proposal. Equivalent to 3000 words</b>					

**In order to pass this module, students are required to achieve an overall mark of 40%.**  
**In addition, students are required to:**  
**(a) achieve the qualifying mark for each element of fine graded assessment of as specified above**  
**(b) pass any pass/fail elements**