

Warning: An incomplete or missing proforma may have resulted from system verification processing

Title: Digital Marketing Communications
Status: Definitive
Code: **7110DMKT** (126747)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Francis Muir	Y
Natalie Taylor	

Academic Level: FHEQ7 **Credit Value:** 20 **Total Delivered Hours:** 30
Total Learning Hours: 200 **Private Study:** 170

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Online	10
Workshop	20

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	Port	Individual Portfolio	50	
Presentation	Pres	20 minute group presentation	50	

Aims

To enable students to critically apply various digital communication tools and be able to create digital content to address specific objectives.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate best practice methods for online presence
- 2 Demonstrate the ability to use a variety of practical digital tools
- 3 Critically apply academic theory to a variety of practical tasks

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Individual portfolio	1	2	3
Group presentation	1	2	3

Outline Syllabus

The User Journey
Content Marketing
User Generated Content
Online Promotional Tools
Social Media and Online Consumer Engagement
Email Marketing Management
CRM Tools
Pay Per Click Advertising
Search Engine Optimisation
Mobile, Multi-Screen and Conversion
Inbound Marketing
Attribution Modelling

Learning Activities

This module is delivered through a series of lectures and workshops involving theoretical and practical work.

Notes

This module enables students to critically apply various digital communication tools and create digital content to address specific objectives.