

MODULE SPECIFICATION

1. **Title of the module**

Digital and Social Marketing

2. **School or partner institution which will be responsible for management of the module**

Pearson College London

3. **The level of the module (e.g. Level 4, Level 5, Level 6 or Level 7)**

Level 5

4. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

5. **Which term(s) the module is to be taught in (or other teaching pattern)**

This module can be run in any term: Autumn, Spring or Summer

6. **Prerequisite and co-requisite modules**

None

7. **The programmes of study to which the module contributes**

- | | |
|--|-------------------|
| ● BA (Hons) Business Management | - optional module |
| ● BA (Hons) Business Management with Finance | - optional module |
| ● BA (Hons) Business Management with Global Industries | - optional module |
| ● BA (Hons) Business Management with Law | - optional module |
| ● BA (Hons) Business Management with Marketing | - core module |

8. **The intended subject specific learning outcomes.**

On successfully completing the module students will be able to:

- 8.1 Demonstrate knowledge and understanding of the relationship between digital marketing and offline marketing.
- 8.2 Research and assess the issues related to customer behaviour online.
- 8.3 Assess and recommend the mechanisms that can be used to generate revenue and acquire and retain customers within the digital environment.
- 8.4 Understand and recommend how digital marketing communication tools can be used to enhance the digital customer experience.
- 8.5 Critically assess and recommend the mechanisms needed to measure social, sentiment, search and site behaviour in the context of key digital marketing methodologies.
- 8.6 Understand and apply techniques and procedures used to measure digital marketing activities.

9. The intended generic learning outcomes.

On successfully completing the module students will be able to:

- 9.1 Use a range of established techniques to critically analyse information, and propose solutions to problems.
- 9.2 Demonstrate a detailed understanding of a variety of sources of information and data, including those typically used in business contexts, and an ability to evaluate their relevance and applicability to a project.
- 9.3 Demonstrate a comprehensive understanding of the modern, dynamic international business environment, including the evolving nature of organisations in a technological context.

10. A synopsis of the curriculum

Module Aims

This module provides a comprehensive insight into the practice of digital marketing with the emphasis of attaining desirable knowledge-based skills currently in-demand. The module aims to provide candidates with the ability to analyse an organisation's digital provisions within the context of a given industry setting. It is candidates understanding and analysis of a given organisation's digital landscape which will, in turn, allow them to apply and recommend improvements to develop or enhance a number of digital marketing initiatives related to customer acquisition, conversion, retention, experience and perception.

Overview of syllabus

Major components of the syllabus will include:

- Apps and co-creation
- Customer experience
- Immersive social TV experience
- Dual screening and multitasking
- Impact and influence of macro factors on digital strategy and tactics
- Disruptive elements of the digital environment
- Analyse customer behaviour with reference to digital behaviours and identities
- Impact of digital on competitive environment
- Analyse internal digital capabilities and limitations
- Identify technology for supporting acquisition, conversion and retention
- Appraise current digital activity conducted
- Corporate trolling
- Convenience and usability (heatmaps)
- Speed
- Two-way communication
- Perception of credibility
- Brand image and corporate reputation
- Customer expectations
- Mobile and electronic commerce
- Subscriptions and membership
- Revenue from advertising and pay-per-click

- Lead generation
- Merchants
- Infomediaries
- Data and CRM
- Development of customer personas
- Determine targeting strategies
- Determine online positioning strategies
- Synergy with offline strategy
- Acquisition through the adoption and implementation of a variety of integrated digital activities
- Delivering retention through the adoption and implementation of integrated digital activities
- Video sharing
- Social networks, Wikis, Groups and forums
- RSS
- Widgets
- Photo sites
- Gaming and viral marketing
- Online marketing options: acquisition, retention and/or brand building to enhance customer relationships (CRM)
- Utilise tools to measure: Social behaviour, Sentiment, Search and offsite behaviour, Site behaviour
- Understand relevant digital measurement tools and services
- Analyse the impact of social, sentiment and search behaviour
- Identify the potential value of social, sentiment, search and site behaviour
- Select appropriate tools to measure and analyse: Digital social behaviour, Sentiment and conversations
- Search behaviour
- Site behaviour
- Utilise SMART objectives and
- KPIs for monitoring and measuring
- Set measures to report on social, website and search engine marketing
- Onsite (log files and tagging)
- Offsite (panels, VOC)
- Usability studies
- Tracking studies
- Conversion funnels
- Reports, presentations and dashboards
- Social analytics

11. **Reading List (Indicative list, current at time of publication. Reading lists will be published annually)**

Core study text

- Chaffey and Chadwick (2012) "Digital Marketing Strategy, Implementation and Practice" Pearson
- Ryan and Jones (2012) "Understanding Digital Marketing" Kogan Page
- Tapp, Whitten and Housden (2008) "Principles of Direct, Database and Digital Marketing' Pearson
- Ryan (2014) "The Best Digital Campaigns in the World II" Kogan Page

- Profitable Social Media Marketing: Hot To Grow Your Business Using Facebook, Twitter, Instagram, LinkedIn and More. (2015). Kitchen, T., Ivanescu, Y. & Nicholson, L. Create Space Independent Publishing Platform
- Patrutiu Baltas, L. 2015, 'Content marketing - the fundamental tool of digital marketing', Bulletin Of The Transilvania University of Brasov. Series V: Economic Sciences, 8, 2, pp. 111-118
- McQuade, S., Waitman, R., Zeisser, M. & Kierzkowski, A. (2016) 'Marketing to the digital consumer' 7th ed. The McKinsey Quarterly

This module will require access to a range of digital marketing technologies, ideally in a computer lab setting so students can experience the various applications used in the digital marketing.

12. Learning and Teaching methods

For full details please see the teaching and learning strategy in the programme specification. Students can study this module in the interactive classes model or the mentored independent model. Those on the former will typically experience one lecture and one seminar each week.

<i>Scheduled Hours:</i>	25
<i>Placement Hours:</i>	00
<i>Independent Study Hours:</i>	125
<i>Total Study Hours:</i>	150

13. Assessment methods

13.1 Main Assessment.

The assessment for this module will be as follows:

- a coursework assignment consisting of 2,500 words in total (75% of total grade);
- In class individual social media exercise (25% of total grade).

A student must pass the coursework assignment in order to pass the module.

13.2 Reassessment

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14. Map of Module Learning Outcomes (sections 8 & 9) to Learning and Teaching Methods (section 12) and methods of Assessment (section 13)

Module learning outcome		8.1	8.2	8.3	8.4	8.5	8.6	9.1	9.2	9.3
Learning/teaching method	Hours allocated									
Private Study	115	X	X	X	X	X	X	X	X	
Lectures	10	X	X	X	X					X
Seminars	15	X	X	X	X	X	X	X	X	
Assessment method										
Coursework assignment (2,500 words)		X	X	X	X	X	X	X	X	X
In class social media exercise			X				X			X

15. Inclusive module design

The Collaborative Partner recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/ declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

- a) Accessible resources and curriculum
- b) Learning, teaching and assessment methods

16. Campus(es) or Centre(s) where module will be delivered:

Pearson College London

17. Internationalisation

Examples and case studies in seminars will be taken from a variety of international contexts so students have an up-to-date understanding of the practice of digital marketing from a range of countries. Materials for lectures and those given to the students via their assigned readings will include international content so that students can consider this topic both internationally and globally.

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If the module is part of a programme in a Partner College or Validated Institution, please complete sections 18 and 19. If the module is not part of a programme in a Partner College or Validated Institution these sections can be deleted.

18. Partner College/Validated Institution:

Pearson College London

19. University School responsible for the programme:

Kent Business School

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FACULTIES SUPPORT OFFICE USE ONLY

Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.

Date approved	Major/minor revision	Start date of the delivery of revised version	Section revised	Impacts PLOs (Q6&7 cover sheet)

