1. **Title of the module**

BUSN4020 (CB402): Introduction to DigitalMarketing

1. **Division or partner institution which will be responsible for management of the module**

Kent Business School

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

Level 4

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

15 Credits

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

Spring Term

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

CB370

1. **The courses of study to which the module contributes**

BSc Marketing and associated courses

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 Demonstrate knowledge and understanding of the digital marketing environment and its evolution.

8.2 Evaluate the impact of digital technology on marketing activities

8.3 Evaluate the effect of digital technology on customers

8.4 Assess the range and use of key digital marketing tools

8.5 Demonstrate knowledge and understanding of how basic digital marketing content is created.

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**
   1. Demonstrate knowledge of the underlying concepts and principles associated with digital marketing
   2. Link theoretical perspectives to practical situations
   3. Analyse and interpret information.
   4. Effectively communicate the results of their study/work accurately and reliably, and with structured and coherent arguments
   5. Exercise personal responsibility when working independently and/or with others
2. **A synopsis of the curriculum**

This module aims to develop an understanding of the digital marketing environment and introduce the impact that digital technology has had on marketing activity and customers. It also aims to develop an understanding of the range of digital marketing tools available to marketers and how they can be used to develop marketing content.

Indicative topics are:

* Evolution of Digital Technologies in marketing
* Organisation and governance of the internet
* Digital platforms available to Marketers and how they engage with different customers
* Digitalisation and implications for consumer behaviour
* Digital brand management
* The main elements in the digital marketing toolbox
* How digital marketing tools can be used with a range of different customers
* Overview of different content options for Digital Marketing tools
* Key steps for producing successful Digital marketing content.

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

Chaffey, D and Ellis-Chadwick, F. (2019) *Digital Marketing: Strategy, Implementation and Practice* 7th Edition, Pearson

Davenport, T.H. and Ronanki, R. (2018). *Artificial intelligence for the real world*. Harvard Business Review, 96 (1), 108-116.

Campbell, C. and Farrell, J.R. (2020). *More than meets the eye: The functional components underlying influencer marketing*. Business Horizons, 63 (4), 469-479

1. **Learning and teaching methods**

Total contact hours: 21

Private study hours: 129

Total study hours: 150

1. **Assessment methods**

13.1 Main assessment methods

Individual Report (2500- 3000 words) (60%)

Group presentation (20%)

VLE test (20%)

13.2 Reassessment methods

100% coursework

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | 8.1 | 8.2 | 8.3 | 8.4 | 8.5 | 9.1 | 9.2 | 9.3 | 9.4 | 9.5 |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |  |
| Lectures | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |  | **x** |
| Seminars | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| Independent study | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |
| Individual report (2500-3000 words) | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| Group presentation | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| VLE test | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |  | **x** |

1. **Inclusive module design**

The Division 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

1. **Campus(es) or centre(s) where module will be delivered**

Canterbury

1. **Internationalisation**

The module introduces students to the key concepts and issues involved in digital marketing, and considers the impact this has for reaching consumers in a domestic and international context.

**DIVISIONAL USE ONLY**

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

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