1. **Title of the module**

BUSN9133 (CB9133) Digital Marketing Report

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

Kent Business School

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

Level 7

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

30 credits (15 ECTs)

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

Training for this module is provided by BUSN9141 (CB9141) Digital Marketing Research. Students are expected to research and write their Digital Marketing Report in the summer after successfully completing Stage 1.

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

Completion of the taught modules on the MSc Digital Marketing and Analytics

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

MSc Digital Marketing and Analytics

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

8.1. Demonstrate systematic understanding of how to conduct qualitative and quantitative research in the digital marketing context.

8.2. Produce a satisfactory academic report in the required format that integrates and communicates knowledge and understanding gained from the MSc Digital Marketing and Analytics.

8.3. Identify and critically apply appropriate conceptual frameworks, analytical tools and techniques to support the report.

8.4. Demonstrate a systematic understanding of research philosophies.

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

9.1. Demonstrate competence in numeracy and qualitative data analysis skills, including the use of models of digital data mining and analytics, qualitative and quantitative research skills.

9.2. Identify, find, record, organise, manipulate and communicate knowledge relevant to the development of digital marketing strategies and plans.

9.3. Critically apply the underlying principles of social science research and research ethics.

9.4. Demonstrate an ability to design and implement an academic social science research project.

1. **A synopsis of the curriculum**

This module will focus on both qualitative and quantitative approaches to digital marketing research and allows students to gain knowledge of the various research techniques and research design issues. Subjects covered will typically include:

* Identification of digital marketing management issues and relevant research objectives
* Literature review and theoretical framework development
* Research ethics
* Digital marketing data collection sources
* Qualitative and quantitative methods and data analysis
* Writing and presenting a digital marketing report.

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

Recommended Textbook

* Hair, J. F., Bush, R. P. & Ortinau, D. J.M (2009). *Marketing Research: In a Digital Information Environment.* (4th edn) McGraw-Hill Higher Education
* Saunders, M.N.K, Lewis P and Thornhill A (2016). *Research Methods for Business Students*. (7th edn) Harlow: Pearson Education.

Additional Reading

* Lee, N., & Lings, I. (2008). *Doing business research. A guide to theory and practice*. Los Angeles: Sage.
* Bryman, A. (2001). *Social Research Methods*. Oxford University Press.
* Flores, L. (2014). *How to Measure Digital Marketing: Metrics for Assessing Impact and Designing Success.* (1st edn) Palgrave Macmillan.

1. **Learning and Teaching methods**

Contact hours: 8

Private study hours: 292

Total hours: 300

1. **Assessment methods.**

13.1 Main Assessment methods

Individual report proposal, 1000 words (10%)

Individual report, 8000 words (90%)

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* | *9.1* | *9.2* | *9.3* | *9.4* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |
| Tutorials/Mentoring | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Independent  study | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| **Assessment method** |  |  |  |  |  |  |  |  |
| Report proposal  (1,000 words) | **X** |  | **X** | **X** | **X** | **X** | **X** | **X** |
| Digital Marketing  Report (8,000 words) | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

1. **Inclusive module design**

The School 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:**

Medway

1. **Internationalisation**

The topic of the Digital Marketing Report can be any topic (not constrained by nation) that highlights the touchpoints in the digital marketing process as well as in the marketing strategy process where digital technologies are having and will have a significant impact. The lecture contents reflect both UK and international perspectives of digital marketing issues.

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**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) |
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