1. **Title of the module**

BUSN9139 (CB9139) Emerging IT Trends for Digital Marketing

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**

15 (7.5ECTS)

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

Autumn

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

None

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:**
   1. Demonstrate a systematic understanding of emerging information technologies, applications in digital marketing, limitations and future trends.
   2. Critically examine a series of case study approaches to how businesses have attempted to incorporate emerging information technologies to support digital marketing decision-making.
   3. Develop and design academic arguments around key future trends in information technologies most likely to impact upon business and digital marketing practices.
   4. Critically examine and operationalise strategies for the likely impact of emerging information technologies for digital marketing in contemporary organisations..
2. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**
   1. Demonstrate high levels of research skills drawing upon a range of data sources from both academic and applied contexts.
   2. Critically apply skills in rigorous academic analysis argument development, design and presentation, autonomously and collaboratively.
   3. Effectively communicate the solutions arrived at, and the thinking underlying them, in verbal and written form.
   4. Demonstrate an ability to work pro-actively with others to formulate business plan and problem solutions.
3. **A synopsis of the curriculum**

Marketing has become a digital process, blurring the lines between IT and marketing, and making IT an essential ingredient. Technology is becoming the fundamental essence for supporting digital marketing activities. This module aims to introduce the emerging and on-going IT trends and the applications of these technologies.

Indicative topics to be covered are likely to include:

* Micro and Edge computing environments
* IT applications and customer experience
* Decision support systems
* Internet of Things (IoT)
* Blockchain technology
* Cyber security
* Cloud computing
* Social technology
* Virtual reality

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

Essential reading

Wright, T. and Snook, C. J. (2017). Digital sense: The common sense approach to effectively blending social business strategy, marketing technology, and customer experience, 1st ed, John Wiley & Sons. ISBN-10: 1119291704.

Schwalbe, K. (2013). Information Technology Project Management. 7th ed. Course Technology. ISBN-10: 1285847091.

Background Reading

Rowles, D. (2017), Building digital culture: A practical guide to successful digital transformation, 1st ed, Kogan Page, ISBN-10: 0749479655.

1. **Learning and Teaching methods**

Contact hours: 24

Private study hours: 126

Total hours: 150

1. **Assessment methods.**

13.1 Main Assessment methods

Individual report, 3000 words (80%)

Group poster presentation, 500 words equivalent (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* | *9.1* | *9.2* | *9.3* | *9.4* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |
| Lectures | **X** | **X** | **X** | **X** | **X** | **X** |  |  |
| Seminars | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  |
| Independent study | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| **Assessment method** |  |  |  |  |  |  |  |  |
| Group poster presentation (20 minutes) | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Individual applied/industry report (3,000 words): | **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**

All the case studies will have an international component. Students will have the opportunity to develop the ability to apply information technology in global markets.

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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.**

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| --- | --- | --- | --- | --- |
| 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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