1. **Title of the module**

BUSN9067 (CB9067) 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 (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 credits (7.5 ECTS)

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

Spring

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

None

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

MSc Marketing; MSc International Business and Management; MSc Logistics and Supply Chain Management

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

8.1 Evaluate the role of the Internet and other digital technologies in marketing

8.2 Assess the threats faced in the digital marketing environment

8.3 Appraise the crucial issues in the implementation of digital marketing across different business sectors

8.4 Critically analyse the nature of digital products and the implications this has for marketing

8.5 Evaluate the different methods of attracting and retaining online customers

8.6 Critically evaluate the role of social media marketing and its limitations.

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

9.1 Negotiate and work with peers

9.2 Work under own initiative

9.3 Take a synoptic view of business

9.4 Address problems

9.5 Present a logical case/argument

1. **A synopsis of the curriculum**

The module aims to equip students with the knowledge to participate in the digital marketing efforts of organisations.

Indicative topics are:

The digital marketing environment;

Enabling technologies for digital marketing;

Website design, implementation and analysis;

Social media;

Customers in the Internet age: knowing, reaching & retaining the customer;

Network effects and versioning; Internet marketing strategy;

Loyalty, Customer Relationship Management and Data Mining;

Brands in the Internet age;

Data protection, privacy and legal issues;

Digital marketing and globalisation

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

Chaffey D., Mayer D., Johnston K and Ellis-Chadwick F., (2012) *Digital Marketing: Strategy, Implementation and Practice* 5th Edition, Financial Times Prentice Hall.

Reynolds, J. (2010) *E-Business: A Management Perspective*, Oxford University Press

Chaffey, D. (2009) *E-business and e-commerce management strategy, implementation and practice*, Financial Times-Prentice Hall.

Shapiro, C. and Varian, H.R. (1999), *Information Rules: A Strategic Guide to the Network Economy*, Boston, Massachusetts, Harvard Business School Press

Zott C. and Amit, R. (2010) *Business Model Design: An Activity System Perspective*, Long Range Planning, 43(2-3), 216-226.

Pitt, L.F., Parent, M., Junglas, I., Chan, A., and Spyropoulou, S. (2011) ‘Integrating the smartphone into a sound environmental information systems strategy: Principles, practices and a research agenda’, *The Journal of Strategic Information Systems*, 20(1), pp27-37.

1. **Learning and teaching methods**

Total contact hours: 24

Private study hours: 126

Total study hours: 150

1. **Assessment methods**
	1. Main assessment methods

Extended Essay (3500 words) (70%)

Moodle Quiz 1 (7.5%)

Moodle Quiz 2 (7.5%)

Group Presentation (15%)

13.2 Reassessment methods

 Reassessment Instrument: 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* | *8.6* | *9.1* | *9.2* | *9.3* | *9.4* | *9.5* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |  |  |
| Private Study | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Lectures | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** | **X** | **X** | **X** |
| Seminars | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |  |
| Essay | **X** |  | **X** |  |  | **X** |  | **X** | **X** | **X** | **X** |
| Moodle Quizzes | **X** | **X** |  |  |  |  | **X** | **X** | **X** |  |  |
| Group Presentation |  |  |  | **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**

Canterbury

1. **Internationalisation**

Internationalisation is reflected in the learning outcomes, content and assessment which include a focus on marketing theories and practice in both domestic and international business environments.

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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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Revised FSO Jan 2018