1. **Title of the module**

BUSN6020 (CB602) Digital Marketing Applications

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 6

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**

BUSN3700 Introduction to Marketing

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

BSc Marketing and associated programmes

BBA and associated programmes

BA Business Top-up

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

8.1 demonstrate both knowledge and understanding of the regulatory and societal challenges faced in the digital marketing arena

8.2 demonstrate a critical appreciation of the range of tools that support digital marketing and how they can be integrated

8.3 demonstrate a critical awareness of the key issues in customer acquisition & loyalty in digital marketing

8.4 critically assess the unique characteristics of digital products and how they are marketed

8.5 demonstrate understanding of the implementation issues involved in digital marketing and the uncertainty involved

8.6 critically appraise 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 plan, work and study independently using relevant resources

9.2 organise and present analysis as a considered viewpoint

9.3 find, select, organise and synthesise complex information

9.4 contribute effectively to organisational decision-making

9.5 prepare for a career involving digital marketing

9.6 work in interdisciplinary areas

1. **A synopsis of the curriculum**

The module looks at how digital marketing applications can be used by modern organisations. The module considers the fundamental technologies that support digital marketing along with the regulatory and societal challenges that must be taken into account, for example, privacy and data protection. The methods available to attract customers through digital marketing are covered making a distinction between paid methods, such as sponsored search, and non-paid methods, such as an organisation’s own social media assets. Issues around loyalty are considered especially in the context of falling search costs which enable customers to switch providers.

The unique nature of digital products, for example music downloads or video streaming, are outlined with the marketing challenges and opportunities this presents. The module stresses the importance of implementation, using applied examples, and the uncertainty involved.

Indicative topics are: The digital marketing environment; Enabling technologies for digital marketing; Website design, implementation and analysis; Social media; Social commerce; Customers in the Internet age: knowing, reaching & retaining the customer; Network effects and versioning; Loyalty, Customer Relationship Management and Data Mining; E-Marketing campaigns; 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. and Ellis-Chadwick, F. (2016) *Digital Marketing: Strategy, Implementation and Practice,* 6th Edition, Upper Saddle River, NJ: Pearson

Ryan, D. (2017) *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation* 4nd Edition, London: Kogan Page

Srinivasan, S. S., Anderson, R., & Ponnavolu, K. (2002). Customer loyalty in E-commerce: An exploration of its antecedents and consequences. *Journal of Retailing*, 78(1), 41–50.

Stephen, A.T. and Toubia O. (2010) ‘Deriving Value from Social Commerce Networks’, *Journal of Marketing Research*, 47 (April), pp. 215–28.

1. **Learning and teaching methods**

Total contact hours: 21

Private study hours: 129

Total study hours: 150

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

Computer Exercise (20%)

Individual Report – 800-1200 words (20%)

Exam, 2 hours (60%)

13.2 Reassessment methods

Like for Like

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* | *9.6* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |  |  |  |
| *Private Study* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| *Lectures* | **X** | **X** | **X** | **X** | **X** | **X** |  |  |  |  | **X** | **X** |
| *Seminars* | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** | **X** | **X** | **X** | **X** |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |  |  |
| *Examination* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| *Business report* | **X** | **X** |  | **X** |  | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| *Computer Exercise* |  | **X** | **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**

Canterbury

1. **Internationalisation**

The module introduces students to the key concepts, theories and issues involved in digital marketing applications in a global business environment and is therefore core to the content, learning outcomes and assessments.

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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