1. KentVision Code and title of the module

BUSN9067: Digital Marketing: Models and Analytics

## Division which will be responsible for management of the module

Kent Business School

## The level of the module (Level 4, Level 5, Level 6 or Level 7)

Level 7

## The number of credits and the ECTS value which the module represents

15 credits (7.5 ECTS)

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

Autumn

## Prerequisite and co-requisite modules and/or any module restrictions

None

## The course(s) of study to which the module contributes

Compulsory to the following courses:

MSc Marketing

MSc Marketing with an Industrial placement

## 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 Critically 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 digital business models and how they explain modern digital marketing

8.5 Evaluate the different methods of attracting and retaining online customers and how digital marketing analytics helps achieves these aims

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

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

## 9.1 Select, organise, develop and synthesise complex material

9.2 Work under own initiative;

## 9.3 Demonstrate a synoptic view of business

9.4 Address and critically evaluate complex problems

9.5 Present a logical case/argument

## A synopsis of the curriculum

The module aims to equip students with advanced knowledge to lead and participate in the digital marketing efforts of organisations. It is based around the idea of digital business models and how they can be used to both attract and retain customers in an increasingly competitive environment. The module will also show how digital marketing analytics can enable organisations to make data driven decisions.

Indicative topics are:

The digital marketing environment;

Enabling technologies for digital marketing;

Digital business models

Social media;

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

Network effects and versioning

Loyalty, Customer Relationship Management and Data Mining;

Data protection, privacy and legal issues;

Digital marketing and globalisation

Awareness of some commonly used digital business applications and analytics models

## Reading list

## The University is committed to ensuring that core reading materials are in accessible electronic format in line with the Kent Inclusive Practices.

## The most up to date reading list for each module can be found on the university's [reading list pages](https://kent.rl.talis.com/index.html).

## Contact Hours

Private study hours:128

Contact hours: 22

Total study: 150

## Assessment methods

* 1. Main assessment methods

## VLE test (Moodle quiz) (20%)

Analytics (software) exercise (20%). This is an exercise to be done in the students’ own time. Software is used to analyse data and the results are then written up. (1,000 words).

Individual Report (60%). (2,500 words)

13.2 Reassessment methods

Reassessment Instrument: 100% coursework

## Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section 12) and methods of assessment (section 13)

**Module learning outcomes against learning and teaching methods:**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **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* |
| Private Study | **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** |

**Module learning outcomes against assessment methods:**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **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* |
| VLE Quiz |  | **X** |  | **X** | **X** | **X** |  | **X** | **X** | **X** |  |
| Analytics (software) exercise |  |  | **X** | **X** |  | **X** | **X** | **X** | **X** |  | **X** |
| Individual Report | **X** |  | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

## 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

## Campus(es) or centre(s) where module will be delivered

Canterbury

## 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.

**DIVISIONAL USE ONLY**

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

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