1. **KentVision Code and title of the module**

BUSN9132: Digital and Social Media Design & Branding

1. **Division 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 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**

N/A

1. **The course 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 a systematic and comprehensive understanding of contemporary technologies and software used in the capture, processing, design and production of digital content and services.

8.2. Critically evaluate and apply appropriate contemporary technologies and tools in social media management in different contexts.

8.3. Provide advice on how organisations can use digital media effectively for stakeholder engagement, product and service promotion and crisis response strategies.

8.4. Demonstrate advanced and critical knowledge of the process of design and development of digital and social media strategic campaigns.

8.5. Demonstrate understanding of the key characteristics of new media communications and platforms in different contexts.

8.6 Demonstrate an understanding of branding principles when applied to digital environments.

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

9.1. Use a range of established techniques to initiate and undertake critical analysis of information.

9.2. Effectively communicate information, arguments and analysis in a variety of forms

9.3. Demonstrate an ability to critically identify issues and formulate solutions.

9.4. Use self-direction, initiative and planning in the context of independent learning and the management of assignments.

1. **A synopsis of the curriculum**

Social media and information applications are transforming business. This module introduces students to the practice and strategy development of digital and social media design and branding. The module uses a practical approach; students will learn and apply design skills to support digital marketing activities. Students will also cover principles of branding in an online environment context. Contemporary social media issues and business cases will be introduced and discussed.

Indicative topics to be covered are likely to include:

* + Applications of digital media tools and technologies
  + The challenges and opportunities of digital social media
  + Branding in digital environments
  + Interactive online/Internet marketing activity implementation strategy and planning
  + Designing strategic online messages, campaign planning for digital media
  + Social media campaign management
  + eWOM management
  + Social media analytics and tools
  + Economic, cultural and political factors that influence online social media design and branding

1. **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).

1. **Contact hours**

Private study hours: 128

Contact hours: 22

Total hours: 150

1. **Assessment methods.**

13.1 Main assessment methods

Individual Design Plan, 2000 words (40%)

Individual Development Report, 3000 words (60%)

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 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* |
| Lectures | X | X | X | X | X | X | X |  | X |  |
| PC labs | X | X | X | X | X | X | X | X | X | X |
| Independent study | 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* |
| Individual design plan (2,000 words) | X | X | X | X | X | X | X | X | X | X |
| Individual development report (3,000 words) | X | X | X | X | X | X | X | X | X | X |

1. **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

1. **Campus(es) or Centre(s) where module will be delivered:**

Medway

1. **Internationalisation**

Examples of international contexts and organisations will be used where applicable to illustrate the subject content. Students will learn to think globally and aware of international cultures when participating in/observing online social media communities and designing social media websites.

**DIVISIONAL USE ONLY**

**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) |
|  |  |  |  |  |
|  |  |  |  |  |