1. **Title of the module**

BUSN9137 (CB9137) Principles of Digital and Social Media Marketing

1. **Division 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 credits (7.5 ECTs)

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:**

8.1. Demonstrate a systematic and comprehensive understanding of the emerging social paradigm fueled by the rise of digital technologies, along with the resultant opportunities, challenges and other implications for marketing practices.

8.2. Critically evaluate and explain the implications of value generation through digital marketing and social media from both theoretical and practical perspectives.

8.3. Critically reflect on the relationship between traditional and digital marketing practices.

8.4. Demonstrate a critical awareness of the main innovations and research directions in digital technology and marketing.

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

9.1. Analyse complex business situations by synthesising a variety of sources and pitch solutions.

9.2. Demonstrate effective relationship skills and professionalism.

9.3. Effectively present information and formulate and deliver logical and precise arguments.

9.4. Communicate effectively to a variety of audiences and/or using a variety of methods.

1. **A synopsis of the curriculum**

This module introduces students to the fast-moving world of digital marketing technologies and their applications. It presents theoretical frameworks and models which are relevant to digital marketing practice. It examines the development of supporting technologies for digital marketing and explores digital channels and their suitability for inclusion for effective integrated online and offline marketing programmes and campaigns.

Indicative topics to be covered are likely to include:

* + Introduction to digital and social media marketing
  + Online marketplace analysis
  + Digital marketing strategy
  + The impact of digital media and technology on the marketing mix
  + Relationship marketing using digital platforms
  + Delivering the online customer experience
  + Campaign planning for digital media
  + Marketing communications using digital media platforms
  + Evaluation and improvement of digital channel performance
  + B2C and B2B digital marketing practice

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

Essential Reading

Chaffey, D. and Ellis-Chadwick, F. (2015). Digital Marketing: Strategy, Implementation and Practice. 6th Edition. Pearson. ISBN-10: 1292077611

Recommended reading

Roberts, M. and Zahay, D. (2013). Internet Marketing: Integrating Online and Offline Strategies, 3rd Edition. Cengage Learning. ISBN-10: 1133625908

Ryan, D. (2016). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, 4th Edition, Kogan Page. ISBN-10: 0749478438

1. **Learning and Teaching methods**

Contact hours: 25

Private study hours: 125

Total hours: 150

1. **Assessment methods.**

13.1 Main Assessment methods

Individual project 80%:

* E-portfolio 20%
* Individual report, 2500 words (60%)

Group written report, 1500 words (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 | X | X |
| Revision lecture | X | X | X | X | X | X | X | X |
| Seminars | X | X | X | X | X | X | X | X |
| Independent study | X | X | X | X | X |  |  |  |
| **Assessment method** |  |  |  |  |  |  |  |  |
| Group written report (1500 words) | X |  | X | X | X | X | X | X |
| E-portfolio |  | X | X | X |  |  |  |  |
| Individual project (2500 words) | 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 have the opportunity to develop the ability to think globally and have an understanding of international cultures through working with team members from diverse cultures.

**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.**

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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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