1. **Title of the module**
   Introduction to Digital Marketing – PRSN4114

2. **School or partner institution which will be responsible for management of the module**
   Pearson College London

3. **The level of the module (e.g. Level 4, Level 5, Level 6 or Level 7)**
   Level 4

4. **The number of credits and the ECTS value which the module represents**
   15 credits (7.5 ECTS)

5. **Which term(s) the module is to be taught in (or other teaching pattern)**
   Autumn, Spring or Summer

6. **Prerequisite and co-requisite modules**
   None

7. **The programmes of study to which the module contributes**
   BSc Digital Marketing
   BSc Digital Marketing (Integrated Degree Apprenticeship)

8. **The intended subject specific learning outcomes**

   **On successfully completing the module, students should be able to**
   
   8.1 Understand the key principles to digital marketing and the key tools and techniques available within a global context
   
   8.2 Understand how to get found on the web (SEO & SEM/PPC – Search Engine Optimisation/Marketing)
   
   8.3 Make digital media recommendations based on consumer, competitor, market and technology insights within a global context
   
   8.4 Evaluate a range of challenges and issues that digital marketing raises as well as its implications for the future

9. **The intended generic learning outcomes**

   **On successfully completing the module, students should be able to**
   
   9.1 Demonstrate an ability to communicate and actively listen at all levels
   
   9.2 Demonstrate an ability to work under pressure and unsupervised, and interact effectively within teams
9.3 Demonstrate business disciplines and compliance with procedures and principles to ensure work is of high quality and fit for purpose, with high attention to detail and the ability to work to deadlines.

9.4 Show integrity and respect for confidentiality and data security in work and personal situations.

9.5 Demonstrate enthusiasm and have a thorough and flexible approach to work.

10 A synopsis of the curriculum:

This module considers the founding principles, techniques, tools, theories and frameworks seen throughout the digital marketing landscape.

Introduction to the role of digital marketing within an organisation

To define a structured approach to digital marketing

Digital Marketing Lifecycle

Research and analysis of marketplaces

Segmentation, Targeting and Profiling/Personas

Creative offer and messaging

Timing and integration issues

Integrated Marketing Communications

Digital media:
- Social media marketing
- Search Engine marketing
- Display advertising
- Content marketing
- Mobile marketing
- Affiliate marketing
- Email marketing
- Influencer marketing

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


12 Learning and Teaching methods

Total contact hours: 25

Total private study hours: 125 – including 30 hours of Google Academy ‘Google Ads’ online modules (or equivalent) learning.

Total module hours: 150

13 Assessment methods

13.1 Main assessment methods

- 5 minute individual YouTube video blog / presentation -50% weighting
- 1000 word individual report – 50%
13.2 Reassessment methods

14 Map of Module Learning Outcomes (sections 8 & 9) to Learning and Teaching Methods (section 12) and methods of Assessment (section 13)

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<thead>
<tr>
<th>Module learning outcome</th>
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15 Inclusive module design

The Collaborative Partner 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; and
b) Learning, teaching and assessment methods.

16 Campus(es) or Centre(s) where module will be delivered:

Pearson College London
17 Internationalisation:
In today's context, every business is international as it encompasses elements of digital and digitisation. This module, we enable students to gain an appreciation for how the world of digital marketing helps organisations to extend their reach into new markets and geographies using some of the latest techniques.

18 Partner College/Validated Institution:
Pearson College London

19 University School responsible for the programme
Kent Business School

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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.

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<tr>
<th>Date approved</th>
<th>Major/minor revision</th>
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