1. **Title of the module**  
Digital and Social Marketing – PRSN5108

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 5

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)**  
This module can be run in any term: Autumn, Spring or Summer

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

7. **The programmes of study to which the module contributes**  
- BA (Hons) Business Management - option module  
- BA (Hons) Business Management with Finance - option module  
- BA (Hons) Business Management with Global Industries - option module  
- BA (Hons) Business Management with Law - option module  
- BA (Hons) Business Management with Marketing - core module

8. **The intended subject specific learning outcomes.**  
   
   On successfully completing the module students will be able to:  
   
   8.1 Demonstrate knowledge and understanding of the relationship between digital marketing and offline marketing factoring in macro and micro research.  
   8.2 Research and assess the issues related to customer behaviour online.  
   8.3 Assess and recommend the mechanisms that can be used to generate revenue and acquire and retain customers within the digital environment.  
   8.4 Understand and recommend how digital marketing communication tools can be used to contrive an enhanced digital customer experience.  
   8.5 Critically assess and recommend the mechanisms needed to measure social, sentiment, search and site behaviour in the context of key digital marketing methodologies.  
   8.6 Understand and apply technology and procedures used to measure digital marketing activities.
9. The intended generic learning outcomes.

On successfully completing the module students will be able to:

9.1 Use a range of established techniques to critically analyse information, and propose solutions to problems.

9.2 Demonstrate a detailed understanding of a variety of sources of information and data, including those typically used in business contexts, and an ability to evaluate their relevance and applicability to a project.

9.3 Demonstrate a comprehensive understanding of the modern, dynamic international business environment, including the evolving nature of organisations in a technological context.

10. A synopsis of the curriculum

Module Aims

This module provides a comprehensive insight into the practice of digital marketing with the emphasis of attaining desirable knowledge based skills currently in demand. The module aims to provide candidates with the ability to analyse an organisation’s digital provisions within the context of a given industry setting. It is candidates understanding and analysis of a given organisation’s digital landscape which will in turn allow them to apply and recommend improvements to develop or enhance a number of digital marketing initiatives related to customer acquisition, conversion, retention, experience and perception.

Overview of syllabus

Major components of the syllabus will include:

- Apps and co-creation
- Customer experience
- Immersive social TV experience
- Dual screening and multitasking
- Impact and influence of macro factors on digital strategy and tactics
- Disruptive elements of the digital environment
- Analyse customer behaviour with reference to digital behaviours and identities
- Impact of digital on competitive environment
- Analyse internal digital capabilities and limitations
- Identify technology for supporting acquisition, conversion and retention
- Appraise current digital activity conducted
- Corporate trolling
- Convenience and usability (heatmaps)
- Speed
MODULE SPECIFICATION

- Two-way communication
- Perception of credibility
- Brand image and corporate reputation
- Customer expectations
- Mobile and electronic commerce
- Subscriptions and membership
- Revenue from advertising and pay-per-click
- Lead generation
  - Merchants
  - Infomediaries
  - Data and CRM
  - Development of customer personas
- Determine targeting strategies
- Determine online positioning strategies
- Synergy with offline strategy
- Acquisition through the adoption and implementation of a variety of integrated digital activities
- Delivering retention through the adoption and implementation of integrated digital activities
- Video sharing
- Social networks, Wikis, Groups and forums
- RSS
- Widgets
- Photo sites
- Gaming and viral marketing
- Online marketing options: acquisition, retention and/or brand building to enhance customer relationships (CRM)
- Utilise tools to measure: Social behaviour, Sentiment, Search and offsite behaviour, Site behaviour
- Understand relevant digital measurement tools and services
- Analyse the impact of social, sentiment and search behaviour
- Identify the potential value of social, sentiment, search and site behaviour
- Select appropriate tools to measure and analyse: Digital social behaviour, Sentiment and conversations
- Search behaviour
- Site behaviour
- Utilise SMART objectives and
  - KPIs for monitoring and measuring
- Set measures to report on social, website and search engine marketing
- Onsite (log files and tagging)
- Offsite (panels, VOC)
- Usability studies
- Tracking studies
- Conversion funnels
- Reports, presentations and dashboards
MODULE SPECIFICATION

- Social analytics

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

Core study text

- Patrutiu Baltes, L. 2015, 'Content marketing - the fundamental tool of digital marketing', Bulletin Of The Transilvania University of Brasov. Series V: Economic Sciences, 8, 2, pp. 111-118

This module will require access to a range of digital marketing technologies, ideally in a computer lab setting so students can experience the various applications used in the digital marketing.

12. Learning and Teaching methods

For full details please see the teaching and learning strategy in the programme specification. Students can study this module in the interactive classes model or the mentored independent model. Those on the former will typically experience one lecture and one seminar each week.

\[
\begin{align*}
\text{Scheduled Hours:} & \quad 25 \\
\text{Placement Hours:} & \quad 00 \\
\text{Independent Study Hours:} & \quad 125 \\
\text{Total Study Hours:} & \quad 150
\end{align*}
\]
13. **Assessment methods.**

The assessment for this module will be as follows:

- a coursework assignment consisting of 2,500 words in total (75% of total grade);
- In class individual social media exercise (25% of total grade).

A pass must be achieved in all elements of assessment in order to pass the module.

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

<table>
<thead>
<tr>
<th>Module learning outcome</th>
<th>8.1</th>
<th>8.2</th>
<th>8.3</th>
<th>8.4</th>
<th>8.5</th>
<th>8.6</th>
<th>9.1</th>
<th>9.2</th>
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<tbody>
<tr>
<td>Learning/teaching method</td>
<td>Hours allocated</td>
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<tr>
<td>Private Study</td>
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<td>X</td>
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<tr>
<td>Lectures</td>
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<td>Seminars</td>
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<td>Coursework assignment</td>
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<td>X</td>
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<td>In class social media</td>
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15. **Pearson College London recognises and has embedded the expectations of current disability equality legislation, and supports students with a declared disability or special educational need in its teaching.**

Within this module we will make reasonable adjustments wherever necessary, including additional or substitute materials, teaching modes or assessment methods for students who have declared and discussed their learning support needs. Arrangements for students with declared disabilities will be made on an individual basis, in consultation with the College’s Registry which oversees
disability/dyslexia student support, and specialist support will be provided where needed.

16. Campus(es) or Centre(s) where module will be delivered:
   Pearson College London

If the module is part of a programme in a Partner College or Validated Institution, please complete sections 17 and 18. If the module is not part of a programme in a Partner College or Validated Institution these sections can be deleted.

17. Partner College/Validated Institution:
   Pearson College London

18. University School responsible for the programme:
   Kent Business School
MODULE SPECIFICATION

FACULTIES SUPPORT OFFICE USE ONLY

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

<table>
<thead>
<tr>
<th>Date approved</th>
<th>Major/minor revision</th>
<th>Start date of the delivery of revised version</th>
<th>Section revised</th>
<th>Impacts PLOs (Q6&amp;7 cover sheet)</th>
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