1. **Title of the module:**
   Omni Channel Communications – PRSN5128

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)**
   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 Develop, apply and evaluate the concepts, principles and theories of marketing relevant to the interdisciplinary topics of digital marketing
   8.2 Write and create content for the different audiences, online channels and create clear “Call to Actions” and user journey’s, considering equality, inclusion and internationalisation
   8.3 Apply the appropriate media, channels, relationship management systems and communication platforms to ensure brand and cultural awareness are maintained throughout marketing strategies
   8.4 Contribute to business, planning and marketing strategies to recognise and respond quickly to opportunities and customer requirements whilst embracing change within a global context

9. **The intended generic learning outcomes**
   On successfully completing the module, students should be able to:
   
   9.1 Demonstrate ability to communicate and actively listen at all levels
9.2 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 logical thinking and a creative approach to problem solving to systematically analyse and apply structured techniques to complex systems and situation.

10. A synopsis of the curriculum
Omni-channel management is where organisations use and integrate both on- and off-line activities in communicating or dealing with customers. By coordinating both digital and non-digital channels, managers can improve the customer experience. This module focuses on drawing together digital and traditional forms of communications in order to drive a holistic approach to presenting an organisation to its target audiences.

The evolution to a digital and omni-channel approach
- Historical context
- What are the foundations of an omni-channel approach
- Key components of an integrated marketing and channel mix

Consumer focus
- Customer-centric approach
- Changing customer requirements
  Customer analytics and insight tools

Media and content types within an omni-channel approach
- Paid, owned and earned media
- Integrating media and messaging
- Content for the different audiences, online channels and create clear “Call to Actions” and user-journeys
- Promoting content marketing effectively through media channels
- Digital graphic design, interface design, and authoring

Delivering and measuring an omni-channel strategy
- Planning and priorities
- Implementation plans and process
- Determine appropriate media, channels, relationship management systems and communication platforms
- Issues and challenges of implementation
- Customer service
- Measuring campaign performance.

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
Total module hours: 150

13. Assessment methods

13.1 Main assessment methods

The assessment of this module will be as follows:

- Group advertising campaign project. To devise 2 different digital adverts for a chosen organisation. 2 x 1000 word emails justifying detail to client – 50%
- Individual written webpages max 2000 – 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)

<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>9.1</th>
<th>9.2</th>
<th>9.3</th>
<th>9.4</th>
<th>9.5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning/teaching method</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Live or recorded lectures</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Seminars and/or company simulation</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Private study / company simulation work based learning</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Assessment method</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Group advertising campaign project</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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

Digital integrates with a range of other channels across the world. In this module students will look at how to integrate these channels in a compelling way in order to engage the customer.

18. Partner College/Validated Institution:

Pearson College London

19. University School responsible for the programme

Kent Business School

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 delivery of revised version</th>
<th>Section revised</th>
<th>Impacts PLOs (Q6&amp;7 cover sheet)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Module Specification Template with Guidance (May 2018)