1. **Title of the module**
   Digital Marketing Management – PRSN6125

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

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

4. **The number of credits and the ECTS value which the module represents**
   30 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 (Integrated Degree Apprenticeship)

8. **The intended subject specific learning outcomes**
   **On successfully completing the module, students should be able to**
   
   - 8.1 Be comprehensive and systematic and demonstrate an ability to critically assess a range of analytical techniques and tools used to measure a campaign’s success, and improve results for the future
   - 8.2 Apply a wide breath of digital marketing frameworks, theories, concepts, discussions as well as evidential data in order to justify recommendations for future digital marketing campaigns
   - 8.3 To reflect and be self-critical as part the learning cycle in developing and improving digital marketing activities and campaigns within a global context
   - 8.4 Demonstrate the ability to use data analytics in order to devise a justified customer acquisition and retention plan within the context of a devised marketing plan that considers real time issues/opportunities in the external and internal environments
   - 8.5 Understand the principles of data analytics to help inform customer acquisition and retention in direct and digital marketing within the context of a devised marketing plan that considers real time issues/opportunities in the external and internal environments within a global context
   - 8.6 Be comprehensive and systematic and demonstrate an ability to critically assess the activities and processes used to launch a campaign from conception to delivery, demonstrating key project management skills including planning, scheduling and costing.

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 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 Demonstrate enthusiasm and have a thorough and flexible approach to work

9.5 Demonstrate logical thinking and a creative approach to problem-solving to systematically analyse and apply structured techniques to complex systems and situations.

10. **A synopsis of the curriculum (As per Digital Marketer IDA Apprenticeship standard)**

This module ensures students are able to comprehend a holistic approach to digital marketing, allowing candidates to see, in the final stages of their degree, how all the pieces fit together. In this unit students will be expected to demonstrate a systematic insight to developing and justifying robust digital marketing plans.

The strategic implications of the disruptive digital environment.

Natural/organic and paid marketing to increase the visibility and promotion of websites.

The leading marketing theorists and practitioners when managing and implementing brand equity, brand awareness and strategic brand management.

Professional bodies and their insights into emerging technologies, trends and themes within the digital marketing environment.

Customer insight, strategic relationships, acquisition and focus of customers, taking into account the customer experience and retention / loyalty.

How to foster business-to-business (B2B) marketing relationships through social media to launch products based on price and popularity.

The types of online and offline paid, owned and earned media, and how this works together.

Digital marketing regulatory requirements, data protection, compliance and ethics, both national and international.

The Digital Marketing environment for International marketing and multichannel marketing, for agencies as well as client.

Stakeholder and customer requirements, commercial awareness and business improvement processes that are relevant to campaign management.

Digital graphic design, interface design, and authoring

The user experience, and how to maximise engagement

Segmentation, targeting and application of sales funnel, path to purchase, and customer attribution

E-commerce and the importance of product descriptions, images, site layout and what makes a good online shopping experience.
11. Reading list (Indicative list, current at time of publication. Reading lists will be published annually)


12. Learning and teaching methods

Total contact hours: Contingent on project indicatively 10 hours
Total private study hours: 290

13. Assessment methods

13.1 Main assessment methods (As per Digital Marketer Integrated Degree Apprenticeship Standard)

- Individual Report – Max 6 000 words (-/+ 10%) and an annex containing a maximum of 10 pieces of evidence) (50% of total grade for the module)

- Individual Presentation of the above report- max 30 mins with a maximum of 30 slides - (50% of total grade for the module)

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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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
b) Learning, teaching and assessment methods

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

Pearson College London

17. Internationalisation:

Organisations need to cater for international markets and consumer preferences. The level of personalisation is critical across all digital platforms in order to give each consumer a very engaging customer experience. In this module, students will look at how to deliver this compelling customer experience across borders.
18. **Partner College/Validated Institution:**
   Pearson College London

19. **University School responsible for the programme:**
   Kent Business School

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**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.

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<tr>
<th>Date approved</th>
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