1. **Title of the module**  
   Mobile Marketing and Web Design – PRSN6126

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 6

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 and 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 best practice design and activities for mobile marketing and e-commerce websites  
   8.2 Critically evaluate mobile marketing and website design provisions for a given organisation within an international context as well as considering the provisions for equality and inclusion.  
   8.3 Devise a justifiable integrated mobile marketing campaign and a justifiably e-commerce website optimisation plan considering the consumer, competitor and market trends  
   8.4 Understand the legal and regulatory requirements of mobile marketing and e-commerce website design within differing countries

9. **The intended generic learning outcomes.**  
   **On successfully completing the module students will be able to:**
   9.1 Demonstrate ability to communicate and actively listen at all levels.  
   9.2 Consider the impact of work on others, especially where related to culture, diversity and equality  
   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

9.6 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

The module allows students to understand the dynamics of and the best practice associated with mobile marketing and e-commerce website design.

Mobile Marketing:
- Understanding the User Journey
- Technology Change and Adoption
- Disruption and Integration in Mobile Marketing
- Devices, Platforms and Technology
- Mobile Sites and Responsive Design
- Mobile and E-mail
- How to Build an App
- Social Media and Mobile
- Augmented Reality (AR) and Virtual Reality (VR)
- Quick Response (QR) Codes
- Location-based Devices and Beacons
- Near Field Communication (NFC) and Mobile Payments
- Instant Messenger (IM) Apps and Short Messaging Service (SMS)
- Mobile Analytics.

Web Design:
- E-commerce website optimisation
- Six principles of influence
- The consumer buying decision-making process
- FBM Model of behaviour
- The research landscape
- Personas
- User journey mapping
- Usability testing
- E-mail surveys
- Heuristic evaluation
- Onsite polls, Satisfaction surveys
- Customer immersion
- Competitor analysis
- Value proposition
- Visitor behaviour maps
- Session recordings
- Onsite search
- Form analysis
- Exclusion split tests
- Technical site performance audit
- Merchandising analytics
- Navigation analysis, Look-to-book analysis and Price-point analysis
- Testing your hypotheses
- The case for split testing
- Big and small changes
• Personalisation: Technical options for personalisation
• Launching a new website: Five stages of a new website.

Website Design, Development and Coding:

Wordpress:
  o Adding pages
  o Managing pages
  o Media library
  o Adding image galleries
  o Import/Export of content
  o Plugins / Wordpress themes, menus, widget
  o Wordpress customization and e-commerce stores

HTML, CSS and Java Script
  o HTML document structure
  o Cascading style
  o Validating and debugging code
  o Fonts, text blocks, lists and tables
  o External and internal links
  o CSS box model and positioning
  o Fixed and liquid layouts
  o Dynamic website
  o Document Object Models (DOM)
  o Javascript variables, strings and arrays
  o Javascript functions and objects
  o Controlling flow with conditions and loops
  o jQuery, AJAX remote scripting
  o Web content, creation and delivery
  o Web hosting
  o Testing multiple web browsers and web content
  o Structuring HTML documents
  o HTML Tags
  o HTML semantic elements
  o Cascading style sheets
  o CSS style primer, classes and style IDs
  o Validing and debugging HTML and CSS
  o Working with colours, images and multimedia
  o Margins, padding, alignment and floating
  o CSS box mode
  o Controlling flow with conditions and loops
  o Responding to events
  o Third party JavaScript libraries and frameworks

Magento:
  • Magento architecture
  • Dependency injection
  • Plugins
  • Events and observers
  • Console commands
  • Cron jobs
  • Working with entities
  • Working with setup scripts
Module Specification

- Extending entities
- Understanding APIs
- Developing admin
- Developing storefront

Customising customer interaction, checkout experiences, and catalogue behaviour

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 for this module shall be as follows:

- 3 x 5 minute individual (YouTube or similar) video presentations simulating social media vlogging series – 50%
- Individual 15 minute website demonstration (presentation with the aid of a mock up website using appropriate software, such as WordPress, Magento – 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>
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<tbody>
<tr>
<td><strong>Learning/teaching method</strong></td>
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<td>Live or recorded lectures</td>
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<td><strong>Assessment method</strong></td>
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<td>6 x 5 minute individual (YouTube or similar) video presentations</td>
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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**
Mobile and website technology transcends the international marketplace, therefore, business leaders must create activities with a global outlook in order to respect diversity in culture and working practices.

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.*

<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>
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