

Module Specification

Module Summary Information

1	Module Title	Digital Marketing Primer
2	Module Credits	20
3	Module Level	4
4	Module Code	MED4133

5	Module Overview
<p>It's all about you! This Digital Marketing Primer places your own personal and professional development at the centre of the competitive job market. The objective is to give you the understanding and confidence to sell yourself and your ideas to your peers and potential employers.</p> <p>By identifying yourself as a brand in the digital space you will learn how to use current industry theory and practice to add value to your 'product' and market your 'promise' to reach potential employers and/or customers.</p>	

6	Indicative Content
<ul style="list-style-type: none"> • Keynote lectures • Workshops • Tutorials 	

7	Module Learning Outcomes
On successful completion of the module, students will be able to:	
1	Identify a brand's business objectives to optimise its position in the marketplace.
2	Develop strategies to build a brand's value informed by marketing theory and principles.

8	Module Assessment		
Learning Outcome	Coursework	Exam	In-Person
1, 2			X

9 Breakdown Learning and Teaching Activities	
Learning Activities	Hours
Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	60
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	100
Private Study (PS) includes preparation for exams	40
Total Study Hours:	200