

Module Specification

Module Summary Information

1	Module Title	Methodologies for Digital Marketing Campaigns
2	Module Credits	40
3	Module Level	5
4	Module Code	MED5175

5	Module Overview
<p>You are the digital media executive at an agency! You'll work on a global entertainment brand, tasked with developing a digital marketing plan. You'll need to develop an understanding of a new agency planning methodology and employ its techniques in providing digital only recommendations to support all their digital communications.</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	Understand a new agency planning methodology to support digital campaign development
2	Demonstrate practical application of agency planning techniques
3	Create a digital media plan and evaluate appropriate measurement parameters
4	Use effective communication skills to describe the digital marketing campaign planning and recommendations process

8	Module Assessment		
Learning Outcome	Coursework	Exam	In-Person
4			X
1, 2 and 3	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	120
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	200
Private Study (PS) includes preparation for exams	80
Total Study Hours:	400