

## Module Specification

### Module Summary Information

<b>1</b>	<b>Module Title</b>	Content Marketing
<b>2</b>	<b>Module Credits</b>	20
<b>3</b>	<b>Module Level</b>	6
<b>4</b>	<b>Module Code</b>	MED6198

<b>5</b>	<b>Module Overview</b>
<p>You are the creative team! You'll be delivering a digital content marketing plan and some prototype assets to pitch to your client. This is your chance to showcase your digital marketing expertise and you'll be using the framework recommended by the <i>Content Marketing Institute</i> (CMI).</p> <p>Your brief is to attract and retain customers through compelling and multi-channel storytelling.</p>	

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

<b>7</b>	<b>Module Learning Outcomes</b>
<b>On successful completion of the module, students will be able to:</b>	
<b>1</b>	Apply relevant creative and technical skills to create engaging content for digital channel distribution.
<b>2</b>	Appraise and select content type and style and channel to respond to a brief.

<b>8</b>	<b>Module Assessment</b>		
<b>Learning Outcome</b>	<i>Choose from one of the three general categories of assessment for each learning outcome: Coursework, Exam or In-Person</i>		
	<b>Coursework</b>	<b>Exam</b>	<b>In-Person</b>
<b>1 and 2</b>			<b>X</b>

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