

Module Specification

Module Summary Information

1	Module Title	Introduction to Digital Media
2	Module Credits	20
3	Module Level	4
4	Module Code	MKT4019

5	Module Overview
<p>Technological advances within marketing now enable organisations to better identify and reach prospective customers. Organisations no longer obtain a competitive advantage simply by producing high quality products or services. In line with programme philosophies of applied learning and practice led education you will learn concepts, as well as skills that will allow you to develop digital ideas.</p> <p>The way that the consumer makes their buying decisions has changed and nowadays they no longer expect to be the recipients of mass messages. Customers now expect to enter into a two-way conversation with organisations, thus changing the monologue into a dialogue – a two-way conversation. Through this module you will get distinctive opportunities to learn the principles of digital media by examining practice based examples. You will observe how technology is used to gain competitive advantage, appreciating the challenges emerging technology brings. In particular, through examining live case studies, you will develop an understanding of how to select and apply appropriate digital marketing techniques to organisations wishing to leverage digital tools to enhance their marketing efforts. These insights will enable you to decide whether this is an area you wish to specialise in, helping you decide whether you wish to take the digital pathway from the suite of undergraduate marketing programmes.</p> <p>Each seminar includes a group exercise where you will discuss a contemporary digital media marketing issue and share your conclusions with other students. You will receive weekly feedback on your progress from these group exercises, which forms part of your formative learning journey. You will work individually upon a live case study where you will be required to consider the most appropriate digital media activities to undertake, justifying your choice. Individual feedback will be provided on what you have learned in addition to providing suggestions in a feed forward manner to indicate how you may improve your knowledge.</p> <p>Throughout the module, you will be presented with a series of problems or questions that will facilitate the learning process. With support from lecturers, you will be tasked with solving contemporary digital media marketing issues faced by organisations. This is done via case studies where you will be asked questions or given problems to solve that relate to a range of business scenarios. Having carefully considered the circumstances of the organisation, you will need to determine for yourself (albeit with the support of your lecturer) how best to tackle the issues you are presented with.</p>	

6	Indicative Content
<p>The module content includes:</p> <ul style="list-style-type: none"> • The evolution of digital marketing. • Introduction to marketing principles of digital media. • Social media marketing principles. • Digital media management. • Digital media analysis. • Elements of the digital marketing mix campaign. • The digital media marketing audit. • Online customer classification, segmentation & targeting. • Planning for digital marketing management. 	

7	Module Learning Outcomes
On successful completion of the module, students will be able to:	
1	Explain an organisation's current marketing activity, identifying the existing strengths and weaknesses.
2	Illustrate and apply appropriate Digital Media Marketing activities aimed at increasing market share.

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	48
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	12
Private Study (PS) includes preparation for exams	140
Total Study Hours:	200