

| Module Details |                                    |
|----------------|------------------------------------|
| Module Title   | Digital and Social Media Marketing |
| Module Code    | MAR5013-B                          |
| Academic Year  | 2022/3                             |
| Credits        | 20                                 |
| School         | School of Management               |
| FHEQ Level     | FHEQ Level 5                       |

| Contact Hours  |       |
|----------------|-------|
| Type           | Hours |
| Lectures       | 24    |
| Tutorials      | 12    |
| Directed Study | 162   |

| Availability |                                     |
|--------------|-------------------------------------|
| Occurrence   | Location / Period                   |
| BDA          | University of Bradford / Semester 2 |

| Module Aims                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>The emergence of internet enabled digital and social media platforms have fundamentally changed the way in which organisations communicate with stakeholders and engage in marketing activities. This internet marketing course focuses on the practical application of social media and digital marketing tools in organisations with the aim of setting up and maintaining a presence in the digital and social world. Organisations of all size can leverage on digital and social media channels for marketing opportunities, but they need experts with necessary expertise to use them effectively. Therefore, this module aims to build on students existing marketing knowledge to enable them to critically evaluate and harness the power of various digital and social media platforms for successful marketing.</p> |

## Outline Syllabus

- \* Understanding Digital and social media concepts
- \* Identifying business needs
- \* Digital and Social media marketing strategy
- \* Campaign planning and project management
- \* Developing effective digital presence
- \* Search engine optimisation
- \* Social Media
- \* Content marketing
- \* Paid Advertising: Search, social, and affiliate
- \* Measuring brand awareness, campaign evaluation, and web analytics.

## Learning Outcomes

| Outcome Number | Description                                                                                                                                                                                                                                                                                                            |
|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 01             | Describe and understand the core concepts of digital and social media marketing.                                                                                                                                                                                                                                       |
| 02             | 2a) Critically evaluate multiple channels available for digital and social media marketing. 2b) Provide a rationale for using various internet-based marketing channels and formulate a digital and social media marketing strategy. 2c) Describe methods for measuring digital and social media marketing strategies. |
| 03             | 3a) Critically assess organisations use of internet channels for marketing. 3b) Appreciate the strengths, weaknesses, opportunities, and threats posed by internet enabled channels for marketing. 3c) Use your skills to apply creative thinking to problem solving and developing solutions within group working.    |

## Learning, Teaching and Assessment Strategy

The delivery of the module will be through blended lectures, seminars and directed studies. The blended approach will combine online lectures, and a mix of online and face-to-face on- campus tutorials. Knowledge is disseminated in lectures with tutorial support, in the form of case study, debate and tutor-led interactive sessions to discuss the development of individual projects. Formative verbal feedback is provided in tutorial sessions.

Lectures and assigned readings are used to disseminate materials exploring theory, concepts and techniques in Digital and social media marketing. In tutorials you will work in groups, analyse campaigns and case studies preparing and presenting solutions to marketing challenges. All Learning Outcomes are supported by lectures, tutorials and associated reading.

LOs 1, 2abc, and 3ab are summatively assessed by an individual written assignment. LO3c is formatively assessed within tutorial activities.

## Mode of Assessment

| Type      | Method               | Description                        | Weighting |
|-----------|----------------------|------------------------------------|-----------|
| Summative | Coursework - Written | Individual Assignment (4000 words) | 100%      |

## Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>

*Please note:*

*This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.*

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