

Module code	DMA401	Level	4
Module title	Digital Consumer Marketing		
Status	Core		
Teaching Period	Autumn		
Courses on which the module is taught	BSc Digital Marketing and Analytics		
Prerequisite modules	N/A		
Notional learning hours	200	Credit value	20
		ECTS Credits	10
Field trips?	Optional subject to industry events		
Additional costs	None		
Content notes	None		

1. Module description

Marketing today is all about reaching, connecting, converting, and communicating with consumers in the digital space and creating targeted campaigns that resonate with their target audience. This module will introduce you to the purpose of marketing and the changes in consumer behaviours, customer footprints and customer journeys, the digital persona and evolution in marketing theories, as a result of this shift. You will form a digitally informed view of customers via data-driven approaches in a global context. Emphasis will be placed on the role of emotional intelligence, ethical and cultural awareness in recognising, decoding, and responding to the needs of the consumer audience.

2. Learning Outcomes

Upon successful completion of this module, you will be able to:

Communication (MLO5)

Communicate your customer led marketing campaign both orally and in writing in multicultural and/or international settings within familiar and well-defined contexts.

Digital Data and Tools (MLO6)

Use digital tools and data to gain insight into customer behaviours and customer journeys relevant to the creation of targeted marketing campaigns.

Discipline Skills (MLO8)

Use established consumer behaviour and digital marketing knowledge and techniques to obtain a digitally informed view of customers.

3. Learning and teaching methods, and reasonable adjustments

This module takes an active-learning approach which places you at the centre of your own learning journey. Each week, you will engage in a variety of case-based activities that get you to apply theoretical concepts in a practical way, acquire new information, share your ideas and perspectives, participate in discussions, collaborate with your peers, and reflect on your learning. Through this approach to learning, you'll develop new knowledge and skills and practice applying them to real-world workplace situations in the form of case studies,

workshops, and projects. These activities, along with formative assessments and feedback, will culminate in the summative assessment(s) which will showcase how you have met the learning outcomes of the module.

Learning hours			200
Directed learning			48
Workshops/ classes/ seminars/ lead events	Supervision	Studio time	Other
48			
Guided/Self-guided learning			152

4. Assessments and weighting, reasonable adjustment, and feedback methods

Assessment 1: Presentation, (Group Assessment 50%), Maximum of 10 minutes

You and your team will create a presentation of a targeted marketing campaign in which you will demonstrate your knowledge and understanding of reaching, connecting, converting and communicating with consumers in a digital space (which will include using digital tools to gain customer insights).

Allocation of marks for group work will be specified in the assessment brief.

Reasonable adjustments for the assessment will be confirmed with students that have a support plan in place.

Assessment 2: Report (50%), Maximum 2000 words, or equivalent

You will write an individual reflective report which explores the learning journey travelled in the creation of Assessment Component 1 above. The reflective report will be an opportunity for you to explain your use of digital tools and to reflect on how your understanding of customer behaviours, customer footprints, customer journeys and the digital persona was developed via the creation of the Group Presentation.

Reasonable adjustments for the assessment will be confirmed with students that have a support plan in place.

Mapping of assessment tasks:

Assessment components	MLO5	MLO6	MLO8
Group Presentation	x	x	
Individual Reflective Report		x	x

The above assessment components are summative. Students will have the opportunity for formative assessment and feedback before each summative assessment.

5. Indicative resources

Sethna, Z., (2023) Consumer behaviour

Hemann & Burbary (2018) Digital marketing analytics: making sense of consumer data in a digital world.

Ryan (2021) Understanding digital marketing: a complete guide to engaging customers and implementing successful digital campaigns.