

<b>Module code</b>	<b>MKT706</b>	<b>Level</b>	<b>7</b>
<b>Module title</b>	<b>Digital Technology &amp; Social Media Marketing</b>		
<b>Status</b>	Core		
<b>Teaching Period</b>	Spring		
<b>Courses on which the module is taught</b>	MSc Digital Marketing & Analytics		
<b>Prerequisite modules</b>	None		
<b>Notional learning hours</b>	200	<b>Credit value</b>	20
		<b>ECTS Credits</b>	10
<b>Field trips?</b>	You might be taken on industry visits or field trips, and they may change during the course of term. These trips will be optional and proposed as a way of extending student learning and industry experience. The cost of entry to such visits will be paid for by the university.		
<b>Additional costs</b>	n/a		
<b>Content notes</b>	n/a		

## 1. Module description

Unlock your potential in the fast-evolving world of web and social media marketing through digital technologies. Knowing and understanding the key elements that drive today's digital landscape is now a necessity for anyone wanting to stay ahead of the curve in an increasingly competitive marketplace. You will learn to use analytics to track digital performance, optimise online platforms and develop memorable campaigns that enhance customer engagement. You will explore current tools and cutting-edge emerging technologies, with a focus on AI's transformative role in digital marketing.

On completing this module, you will have the ability to explore insights to optimise digital strategies and make informed decisions to drive impactful results. Get ready to thrive in the disruptive world of digital innovation.

## 2. Learning Outcomes

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

### Innovation (ML02)

Create and implement new online value propositions across digital and social media platforms combining intellectual curiosity and creativity through digital technologies.

### Strategic Decision-Making (MLO4)

Develop and implement data-driven strategies using digital technologies to make informed decisions based on comprehensive analysis and critical thinking in dynamic digital marketing environments.

### Digital Analytics and Tools (MLO6)

Evaluate and apply advanced digital analytics tools and techniques to optimise social media marketing strategies and web performance.

### 3. **Learning and teaching methods, and reasonable adjustments**

You will engage in hands-on learning through the practical use of industry-standard software tools for web and social media marketing. Sessions will be predominantly lab-based, providing essential exposure to the latest technologies for digital marketing. This module adopts an active-learning approach, placing you at the centre of your educational journey. Each week, you will tackle various tasks related to web analytics and social media marketing, applying theoretical concepts in practical ways, and exploring how digital technologies impact various brands and industries with relevant examples and case studies. You will gain new insights, share ideas, and collaborate with your peers to create innovative digital strategies and campaigns based on data driven actionable insights. This method will help you develop skills and apply them to real-world scenarios. These activities culminate in the summative assessment where you will implement and demonstrate how you have met the learning outcomes of the module.

<b>Learning hours</b>			<b>200</b>
<b>Directed learning</b>			<b>48</b>
Classes/ Seminars/ Lead Events			
	48		
<b>Guided/Self-guided learning</b>			<b>152</b>

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

#### **Assessment component 1: Poster Presentation (Group Assessment) 50% maximum of 15 minutes**

Prepare a poster that showcases an omnichannel digital marketing campaign for a chosen brand using digital technologies to profile the audience, map the customer journey, and formulate an effective strategy to ensure engagement and memorability while maintaining a customer centric approach.

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

#### **Assessment component 2: Viral Social Media Video and Portfolio, 50%, maximum of 3 mins and 1000 words**

Work individually to create a short, high impact social media video for a chosen brand on a popular platform for your choice. The action inspiring video must be tailored to a chosen audience with elements of customer centricity based on real insights. The viral video will be framed in an accompanying portfolio you will outline the video objectives, audience analysis, justify your platform choice, highlight the storyboard and viral potential and engagement strategy with visualisation of a dashboard of metrics that you hope to achieve.

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

Mapping of assessment task:

Assessment components	MLO2	MLO4	MLO6
Group Presentation	x	x	
Report		x	x

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

### Indicative resources

Barker, M., Barker, D. I., Bormann, N., & Neher, K. (2017). *Social media marketing: A strategic approach*. Sage Publications.

Chaffey D., Smith, P. R. (2022) *Digital Marketing Excellence: Planning, Optimising and Integrating Online Marketing*. Routledge

Hartman, K. (2020) *Digital marketing analytics: in theory and practice*. Independently published.

Kotler, P., Kartajaya, H., Setiawan, I. (2021) *Marketing 5.0: Technology for Humanity*. Wiley.

Scott, D. M. (2020) *The new rules of marketing and PR: How to use social media, blogs, news releases, and viral marketing to reach buyers directly*. Wiley.

Vaynerchuk, G. (2013) *Jab, jab, jab, right hook: How to tell your story in a noisy social world*. HarperBusiness.

### Journals

International Journal of Research in Marketing

Journal of Marketing Research

Journal of Interactive Marketing

Marketing Science

Journal of Consumer Research

Journal of Consumer Psychology

Journal of Business Research

### Online Resources

[Brandwatch | Social Listening Platform](#)

[Google Analytics Skillshop](#)