

Module code	MKT7B4	Level	7
Module title	Web Marketing and Analytics	Credit value	20
Programme(s) on which the module is taught	MSc Digital Marketing & Analytics	ECTS Credits	10
	MA User Experience Design	Notional learning hours	200

1. Pre-requisite modules

None

2. Module aims and objectives

This module will introduce students to the basics of good website design, give them an understanding of the role that an organisation's website can play in its digital marketing strategy, and help them understand the range of analytics options which are now available for measuring the effectiveness of web marketing. The first part of the module will concentrate on the principles of designing and building a website along with creating and organising appropriate content. In the second part of the module they will then learn how to use analytics to improve the user experience through analysis of clickstream data, lead generation and branding metrics, keyword analysis, bounce rate, average revenue per user and so on.

3. Learning outcomes

A. Knowledge and understanding

Upon successful completion of this module the students will be able to:

- A1 Operate in complex and unpredictable and/or specialised contexts, requiring selection and application from a wide range of advanced techniques and information source. Ethically undertake analysis of complex, incomplete or contradictory evidence / data and judge the appropriateness of the enquiry methodologies used. Recognise and argue for alternative approaches
- A3 Have a deep and systematic understanding within a specialised field of study and its interrelationship with other relevant disciplines. Demonstrate an understanding of current theoretical and methodological approaches and how these affect the way the knowledge base is interpreted.

B. Skills

Upon successful completion of this module the students will be able to:

- B2. Ethically design and undertake substantial investigations to address significant areas of theory and/or practice. Select appropriate advanced methodological approaches and critically evaluates their effectiveness.

- B4. Incorporate a critical ethical dimension to their practice, managing the implications of ethical dilemmas.

4. Indicative content

- Principles of good web design
- User experience
- Accessible design
- Mobile first design
- Introduction to HTML and CSS
- Building a site in WordPress
- Google Analytics and Search Console
- Introduction to search engine optimisation
- Copywriting for the web
- Project management for the web
- Privacy, site security and GDPR

5. Learning and teaching methods

The emphasis in this module is on giving students hands-on experience of web design and analytics so this will be a highly practical module. The module will also make use of guest speakers with expertise in particular areas of web design and marketing.

This module will be delivered in line with the BAM pedagogic principles (see programme handbook for full details). Specifically, for this module:

BAM Pedagogic principle	How it applies to this module
1. Education Technology	This module introduces students to the latest web technology and focuses on giving them the skills to use this technology themselves to build and develop their own websites and analyse their performance.
2. Multicultural and diversity	During the module we will consider issues of accessibility, diversity and multiculturalism as they pertain to web design and user experience.
3. Solution focused and practice oriented	The focus of this module is entirely practical – at the start of the module students will learn the basics of web development using HTML, CSS and the WordPress CMS which they will then further develop during each class.

4. Integration of learning	As a practical module, students will develop their learning in every session by applying what they are learning to the development of their own websites.
5. Assessment for learning	The assessment enables students to produce a practical output in the form of their own website.

The notional learning hours for this module are:

20 credit module - 200 learning hours	
Directed learning	40 Hours
Lectures and seminars	40
Indicative Collaborative Learning (non-directed)	18 Hours
Guest speaker / workshop	3
Tutorials (1:1 and group)	15
Indicative Self-directed learning	142 Hours
Preparation for class	22
Self-study after class	30
Preparation for assessments	60
Assessment	30
Total	200

6. Assessment and relative weightings

The assessment on this module is highly practical and gives students the opportunity to put into practice the skills that they learn about during the course of the module as well as to develop a concrete output which they can show to potential employers as a way of demonstrating their skills, if they wish.

Formative assessment

Students will be writing blogs for the development of a strategic plan and they will be provided with feedback throughout the semester.

Summative assessment 1: Report, Individual assessment, 2500 words (+/- 10 %) (70% TMM)

Students will be required to submit a 2500-word report which will present the web marketing plan for a business of their choice or one that will be provided by the tutor. The report should use a framework to outline the key areas of the plan and should draw on the material covered in lectures, as well as additional materials from students' own research.

Summative assessment 2: Presentation, Individual assessment, 15 minutes (30% TMM)

Students will prepare a 15-minute presentation of sound recommendations and mock-up for improving the web presence for 3 (three) businesses that will be provided by the tutor.

7. Mapping of assessment tasks for the module

Assessment tasks							A1	A3	B2	B4
Assessment 1: Report							x	x	x	X
Assessment 2: Presentation							x	x	x	X

8. Key reading

Core textbook

Fisher, G (2018) The Art of the Click, Harriman House.

Further reading

Buley, L (2013). The User Experience Team of One: A research and design survival guide. Rosenfeld.

Garrett, J (2011). The Elements of User Experience: user-centered design for the web and beyond. 2nd Edition. New Riders.

Goward, C (2013). You should test that! The art and science of improving websites. John Wiley and Sons

Kaushik, A. (2010). Web Analytics 2.0: the art of accountability and science of customer centricity. Indianapolis: Wiley Publishing Limited.

Krug, S. (2014). Don't make me think (revisited): a common sense approach to web and mobile usability. New Riders.

Meloni, J. (2018). Teach yourself HTML, CSS and JavaScript. Indianapolis: Pearson Education.

Redish, J. (2012). Letting go of the words: writing web content that works (2nd ed.). Waltham, MA: Elsevier.

Sabin Wilson, Lisa (2017). WordPress for Dummies. 8th Edition. John Wiley & Sons.

Other resources

www.kaushik.net/avinash/

www.mattcutts.com/blog/

sethgodin.typepad.com/

www.brandrepublic.com

www.thedrum.com

www.marketingweek.co.uk

www.econsultancy.com

www.theidm.com

www.the-cma.com

googlewebmastercentral.blogspot.co.uk/

mashable.com/category/ux/

www.smartinsights.com