UNIVERSITY of BRADFORD

Module Details	
Module Title:	Digital and Social Media Marketing
Module Code:	MAR5013-B
Academic Year:	2020-21
Credit Rating:	20
School:	School of Management
Subject Area:	Marketing
FHEQ Level:	FHEQ Level 5
Pre-requisites:	
Co-requisites:	

Contact Hours	
Type	**Hours**
Lectures	24
Tutorials	12
Directed Study	162

Availability	
Occurrence	**Location / Period**
BDA	University of Bradford / Semester 2 (Feb - May)

Module Aims

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.

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

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

Learning, Teaching and Assessment Strategy

Lectures and assigned readings are used to disseminate materials exploring theory, concepts and techniques in Digital and social media marketing, and guest lecturers from industry will share their professional experience and knowledge. 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. The module addresses ESD through content on ethics and CSR.

LOs 1, 2, and 3 are summatively assessed by a individual assignment
LO 3 is formatively assessed within tutorial activities.
LOs 1 and 3 are summatively assessed by a time-constrained examination undertaken at the end of the module. Oral formative feedback is given during tutorials and written summative feedback of the group assignment is provided after the assessment period.

Mode of Assessment

Type	Method	Description	Length	Weighting
Summative	Examination - closed book	Final examination	2 hours	50%
Summative	Coursework	Individual assignment	-2000 words	50%

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.