# Solent University Unit Descriptor

## **Unit Code: COM524** **Unit title: Digital Marketing**

### **Why is this unit important?**

For any business to succeed in the digital arena, they must meet two main KPIs, number of users and number of contents. Digital marketing unit explores all available digital media outlets that enable businesses to reach, act and retain their customer online. It works hand in hand with traditional marketing and support business objectives. The unit has four sections- campaign tools (including hardware and software e-tools), the use of campaign tools, the way digital marketing metrics are used to assess campaigns and the development of an integrated social media marketing strategy. The unit sits within the Media theme and links with the Design and Usability theme.

### **What you will learn on the unit**

Digital marketing unit will help you learn how to design digital marketing strategy for small to medium enterprises to reach out more customers and sell more. This will include conducting a full situational analysis of an existing business. The main topics to be covered in the unit are:

* SEO - Search Engine Optimisation
* SEM – Search Engine Marketing
* SMM – Social Media Marketing
* CS – Content Strategy
* PPC – Pay Per Click
* Email Marketing
* Affiliate Marketing

### **How you will learn**

This unit will be taught via interactive tutorials and practical work. Some aspects of the unit will be taught in an IT suite and/or using online resources. Students are encouraged to bring their own mobile technology in to class to work on a digital campaign. Students will identify a campaign to work on which may be a business they work for. Students will work to improve their IT skills and, in addition, demonstrate knowledge transfer within the unit to the workplace by being able to articulate (both verbally and in writing) recommendations to improve an organisation’s digital campaign.

### **How much time the unit requires**

Digital marketing is 20 Credit unit, and therefore you are expected to study for 200 hours.  This total learning time is made up of contact time, directed learning tasks, independent learning and assessment activity. Your tutor will offer you guidance on how you should best manage your study time on this unit

### **How you will be assessed**

#### Tasks which help you to learn and prepares you for summative tasks (Formative):

There will be opportunities to receive formative feedback through self- assessment, peer review and individual/group tutorials. Feedback will help students to improve and develop their work before the final submission.

Three main formative activities have been designed to help you achieve your maximum potential. First activity will be in the context of situational analysis, where you are meant to plan, design and conduct a research activity and share their findings in terms of a selected business case study with other students. The second activity will be about the strategy, based on information collected in the first activity, students in groups have to decide what areas in digital marketing they need to target. This will be shared with other students and tutors should provide enough feedback, this will form the second section of the summative assessment. The third activity is monitoring and evaluating the outcomes of the second activity.

#### **Tasks which count towards your degree (Summative):**

The students will submit a portfolio in which they address the topic areas they have researched. The contents of the portfolio represent the students’ response to the related task and their experience of the associated seminar, which they are required to write up, incorporating any feedback that they have received.

For a selected business case study, students have to design a digital marketing strategy. This includes designing all the activities that are needed to understand situational analysis, such as SEO analysis and Social media analysis. Then students apply a variety of digital marketing models to set digital marketing objectives and clearly defined KPIs. Students then need to evaluate and monitor their work in relation to the strategy and make sure that targeted KPIs are successfully met.

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**When assessment does not go to plan**  
Students referred in AE1 will be required to revise and resubmit their original assessment in the light of tutor feedback.

#### **What you will be able to do after the unit**

1. Identify main models in the digital marketing arena.
2. Discuss and explain digital campaign tools, their role and the types of monitoring tools used.
3. Appraise a current digital communications campaign using business tone and language.
4. Apply, research and refine digital marketing methods to address conventional marketing issues.
5. Determine and achieve personal objectives with minimal guidance and accept responsibility for outcomes.

### **How this relates to the dimensions of Solent’s Real-world curriculum framework**

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| --- | --- | --- |
| Dimensions | How students learn | How students are assessed |
| Students are challenged to think in critical, creative and applied ways | You will compare multiple different video streaming services and create a comparative analysis to highlight commonalities and trends. You need to share your work on Digital Marketing Forum for other students to see. | Peer assessment. You will watch a video and leave comments. Comments will be subject to a set of guidelines predefined in the week content. |
| Students are inspired to do research through inquiry, curiosity and problem-solving | You will have great deal of research to carry out. For multiple case studies and present their findings. | Students must submit their work for summative assessment review. |
| Students experience an intellectually stimulating curriculum which inspires them to learn for life | You will have the opportunity to conduct stakeholder interviews. This will include meeting clients and discuss their digital marketing activities. | Students link theory and practice to make a blog post or a presentation about the impact of digital marketing activities on business growth |
| Students reflect and grow inwardly, social and ethically to be able to confront the challenges of the world | Students will discuss, analyse and document some of the legal and ethical issues of social media platforms and the use of digital campaign. | Students will share this in peer review practice, they will have to produce a video and present their work to other students. |
| Students face outward to the community, industry and the global environment | You will have to work with an existing small business to improve their digital marketing activities. | This is part of the overall assessment. A set of cohesive activities need to be carried out in order to implement the most appropriate strategy. |

### **Summative assessment details**

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| AE1 | Weighting: | 100% |
|  | Assessment type: | Portfolio |
|  | Aggregation: | N/A |
|  | Length/duration: | 2000 words |
|  | Online submission: | Yes |
|  | Grade marking: | Yes |
|  | Anonymous marking: | No |

**Unit Author:** Dr.Mohammed Al-Husban

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| Unit Title: Digital Marketing | | | |
| Credit Points: | 20 | Unit Code: |  |
| FHEQ Level: | 5 | School/Service | **Media Arts and Technology** |
| Unit Delivery Model: | Offline | Max/Min student numbers | NA |
| Unit Leader: | Dr.Mohammed Al-Husban | | |
| HECOS code | 100075 | | |

### **Unit change history:**

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| --- | --- | --- | --- |
| Unit Approved/Year Implemented/Code |  |  |  |
| Unit modified/Year Implemented/Code |  |  |  |
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