Academic School / Department: Richmond Business School

Programme: BA Marketing

FHEQ **Level:**   6

Course Title: Digital Marketing and Social Media

Course Code: MARK 6101

Total Hours: 160 (Lev 3-5) (4 US Credit)
Timetabled Hours: 45
Guided Learning Hours: 15
Independent Learning Hours: 100

Credit   16 UK CATS credits
                                                       8 ECTS credits
                                                       4 US credits

Course Description:
The course will provide students with the marketing theory, practical skills, tools and technologies to create effective 360 digital marketing campaigns. The module will explore key definitions and best practice for the tools, channels and platforms including SEO, social media marketing, email marketing and data analytics that engage audiences and drive sales. It will demonstrate how to create plans, set objectives, design campaigns and evaluate their success. It will also explore key current trends such as influencer marketing and the adoption of innovative tools such as AI, AR, and VR in the creation and dissemination of campaigns and will cover issues that digital marketers need to consider such as responsible and sustainable marketing and the use of technology to deliver business goals.

Prerequisites:
70 Credits

Aims and Objectives:

- To provide students with the technical and professional skills required to deliver marketing and organisational goals in a digital environment.
- To equip students to understand and apply 360 digital marketing techniques and strategies to build effective content and communication programmes utilising innovative tools.
- To foster critical thinking and problem-solving in the fast-paced digital environment.
- To foster an accountable, responsible and sustainable approach to digital marketing.
- To provide students with an overview of possible careers in digital marketing and social media.

Programme Outcomes:
A(I), B(I), B(III), D(III)

A detailed list of the programme outcomes is found in the Programme Specification.

This is located at the archive maintained by Registry and found at:
https://www.richmond.ac.uk/programme-and-course-specifications/

Learning Outcomes:
By the end of this course, successful students should be able to:

Learning Outcomes	Programme Outcomes
Demonstrate knowledge and understanding of 360 digital marketing theory and practice.	L6A (I)
Evaluate digital and social media channels utilising data analytics and selecting the most appropriate for specific products and customer segments.	L6B (III)
Apply techniques to develop and evaluate digital marketing and social media strategies and programmes.	L6B (I)
Critically Evaluate the impact of influencers and AI in content creation, dissemination and evaluation.	L6D (iii)

Indicative Content:
Part One: Digital Marketing Essentials
- The Digital Marketing Environment
- The Digital Consumer
- Digital Marketing Strategy and Planning

Part Two: 360 Digital Marketing – Tools and Channels
- Email, Websites, SEO and Paid Search
- Social Media marketing and channel analysis
- Content creation and planning
- Trends – AI, Influencers, AR and VR, NFTs, Gaming, Online communities

Part Three: Implementation, Evaluation and Control
- Building the Digital Marketing Plan
- Metrics and Analytics

Assessment:
This course conforms to the University Assessment Norms approved at Academic Board and located at: https://www.richmond.ac.uk/university-policies/

Teaching Methodology:
This course will be delivered face to face through a combination of lectures and interactive sessions. In addition to classroom activities, there are guided learning elements that are tutor led and arranged through Blackboard. These activities can be asynchronous online sessions, flipped classrooms, set readings with discussion boards or set guest lectures for example. Set activities are monitored by the instructor to ascertain student engagement. Students are encouraged to prepare for class and to play an active part, to raise questions, following-up ideas and interact with a wide range of provided material.

Indicative Text(s):

Atherton, J. (2023) *Social Media Strategy*. 2nd edn. London: Kogan Page.

Hanlon, A. (2024) *Digital Business, Strategy, Management & Transformation*. London: Sage.

Hanlon, A. (2022) *Digital Marketing*. 2nd ed. London: Sage.

Kingsnorth, S. (2022) *The Digital Marketing Handbook; Deliver powerful digital campaigns*. London: Kogan Page.

Tuten, T.L. (2023) *Principles of Marketing for a Digital Age*. 2nd edn. London: Sage.

Journals

European Journal of Marketing.

Journal of Marketing Management.

Journal of Marketing.

Journal of Marketing Research.

Journal of International Marketing.

International Journal of Market Research.

Critical Studies in Media Communication.

Journal of the Academy of Marketing Science.

Communication Today.

Websites

The Chartered Management Institute (CMI). Available at: https://www.managers.org.uk/ (Accessed: November 2024).

The Federation of Small Businesses (FSB). Available at: https://www.fsb.org.uk/ (Accessed: November 2024).

The Chartered Institute of Marketing (CIM). Available at: https://www.cim.co.uk/ (Accessed: November 2024).

Marketing Week: https://www.marketingweek.com/ (Accessed: November 2024).

Econsultancy. Available at: https://econsultancy.com/ (Accessed: November 2024).

Office for National Statistics (ONS). Available at: https://www.ons.gov.uk/ (Accessed: November 2024).

Mintel. Available at: https://www.mintel.com/ (Accessed: November 2024).

Statista. Available at: https://www.statista.com/   (Accessed: November 2024).

Adage. Available at: https://adage.com/ (Accessed: November 2024).

Hubspot. Available at: www.hubspot.com (Accessed: November 2024).

Social Media Today. Available at: www.socialmediatoday.com (Accessed: November 2024).

SmartInsights. Available at: https://www.smartinsights.com/ (Accessed: November 2024).

SproutSocial. Available at: https://sproutsocial.com/ (Accessed: November 2024).

ThinkwithGoogle. Available at: https://www.thinkwithgoogle.com/ (Accessed: November 2024).

See syllabus for complete reading list.

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
First edition	Nov 2024	