C10DM Digital Marketing

COURSE DETAILS
Course Code: C10DM
Full Course Title: Digital Marketing
SCQF Level: 10
SCAF Credits: 15
Available as Elective: No

DELIVERY LEVEL
Undergraduate: Yes  Postgraduate Taught: No  Postgraduate Research: No

COURSE AIMS
Course aims are to:

• Develop student understanding of the processes and techniques of digital marketing
• Assess the challenges and the opportunities of digital marketing
• Evaluate future trends in digital marketing
• Develop skills in critical judgement and opinion

LEARNING OUTCOMES – SUBJECT MASTERY
Students should be able to:

• define and explain the digital marketing terms and concepts addressed in this module
• critically evaluate digital marketing theories and concepts
• understand the issues involved in the implementation and management of digital marketing programmes

Students should be able to:

• undertake independent reading and evaluation of a range of academic and practitioner literature both on and offline
• critically identify, define and conceptualise the complex nature of applying digital marketing approaches

LEARNING OUTCOMES – PERSONAL ABILITIES
Students should be able to
• demonstrate a knowledge of current digital marketing issues and challenges faced by organisations
• generate appropriate solutions to organisational problems

Students should be able to

• work effectively as part of a small group
• exercise autonomy and initiative through independent work

Students should be able to

• communicate and present specialised topics effectively by verbal and written means
• use a range of ICT applications to support and enhance work at this level and adjust features to suit purpose

SYLLABUS

A range of contemporary issues related to digital marketing will be presented and an indicative syllabus is as follows:

• Evolution and application of digital technologies and their applications to the practice of marketing
• Digital marketing management models
• User consumption behaviours and habits using new communication technologies
• Delivering the online consumer experience
• E-Customer Relationship Management and Social Media Engagement
• Evaluation and benchmarking of digital marketing performance

COURSE RELATIONSHIPS

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<th>Course Code</th>
<th>Level</th>
<th>Title</th>
<th>School</th>
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<td>Fundamentals of Marketing</td>
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LOCATION AND ASSESSMENT METHODS

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