### COURSE DETAILS

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

### DELIVERY LEVEL

<table>
<thead>
<tr>
<th>Undergraduate</th>
<th>Postgraduate Taught</th>
<th>Postgraduate Research</th>
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<tbody>
<tr>
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### 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
C10DM Digital Marketing

- 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

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Level</th>
<th>Title</th>
<th>School</th>
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<td>C18FM</td>
<td>8</td>
<td>Fundamentals of Marketing</td>
<td>School of Mgmt &amp; Languages</td>
<td>Pre-Requisite</td>
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LOCATION AND ASSESSMENT METHODS

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