

## **Module Synopses**

### **Bachelor of Arts (Honours) Digital Marketing and Business Management (Top-up)**

Awarded by Abertay University

Total numbers of Modules - 9

**Programme Description:** The design of Digital Marketing and Business Management shares many of the overall aims and outcomes of the portfolio of Business programmes it sits within but provides specialist technical marketing knowledge and competence. It is a feature of such a programme that you gain a broad understanding of the business context within which marketing, and specifically digital marketing exist. This provides opportunities to keep open the range of job opportunities that might arise for you in the future. You will study how to gain an understanding of your organisation's market, how to manage customer relationships, how to communicate your brand to multiple audiences and how to utilise data analysis to improve decision making. You will also learn how to develop a marketing strategy that includes planning for digital and social media promotions and communications.

The programme aims to provide:

- Broad integrated study of all types of business organisations and their underlying operating principles and practices;
- Study of the wider context of organisations, how they are managed and the changing environment in which they exist and how this impacts on the marketing function;
- Development of key skills associated with managing high performance organisations, particularly in the area of digital marketing; and
- Lifelong learning and employability skills to enable you to prepare for a future career in marketing or business and to play an active part in the development of local, national and international organisations.

#### **Programme Learning Outcomes**

PO1. Knowledge & Understanding: Demonstrate integrative and specialist knowledge, and critical understanding of business and marketing principles, concepts, contexts, approaches and challenges key to organisations of various kinds.

PO2. Applied Knowledge & understanding: Apply a range of general and specialised knowledge and skills to define and execute an organisation-related project in the field of digital marketing.

PO3. Generic Cognitive skills: Research, critically analyse, interpret and formulate solutions to organisational challenges and, in doing so, display originality and creativity in handling complex issues.

PO4. Communication, ICT & Numeracy: Effectively communicate information and objective argument, in writing and speech, in professional contexts using both analogue and digital tools.

PO5. Communication, ICT & Numeracy: Interact and interpret numerical data and appreciate statistical concepts and communicate this in an audience appropriate manner.

PO6. Communication, ICT & Numeracy: Analyse the role technology plays in organisations and the challenges and benefits of digital transformation.

PO7. Autonomy, Accountability and working with others: Exercise appropriate autonomy and initiative, assume responsibility, collaborate effectively, and deal with complex ethical and professional issues.

PO8. Autonomy, Accountability and working with others: Critically reflect on your own ideas, work and performance to determine personal development needs.

Module & Description	Hours	Credit
<p><b>1. Marketing Communications and Design</b></p> <p><b>Brief description:</b> Gain a theoretical and evidence basis for decision-making in marketing communications and creative design. Learn to create, design, analyse, evaluate, provide recommendations for and plan marketing communications.</p> <p><b>Indicative content:</b> Marketing communications theories Planning effective marketing communication campaigns: context analysis, objectives, marketing communications strategy, creative strategy, marketing communications mix, channel selection, budget and scheduling, evaluation.</p> <p>Developing the creative message: Creative design principles and developing marketing communication materials. The marketing communications mix: Advertising, Public Relations, Sales promotion, Personal Selling, Direct Marketing.</p> <p>Digital marketing communications &amp; digital channels Integrated marketing communications Responsible marketing communications: societal effects and ethics of marketing communications; legal responsibilities. Psychological perspectives on marketing communications</p>	45	20
<p><b>2. Predictive Analytics</b></p> <p><b>Brief description:</b> This module expands on the material covered in business analytics by providing students with the necessary theory and techniques to perform predictive and prescriptive analytics in a business context. Prescriptive analytics differs from descriptive and predictive analytics in that prescriptive analytics indicate a course of action to take.</p> <p><b>Indicative content:</b></p> <p>Predictive Data Mining: In these lectures, we discuss data sampling, preparation and partitioning; performance measures; the logistic regression; and classification and regression trees.</p> <p>Spreadsheet Models: In these lectures, we learn some useful Excel functions for modelling and construct predictive and prescriptive models.</p> <p>Monte Carlo Simulation: The goal of these lectures is to introduce students to simulation and apply the techniques learned to specific business cases.</p> <p>Mathematical Optimization: In these lectures, we cover the main optimization techniques that will be used in the rest of the module.</p> <p>Linear Optimization Models: In these lectures, we explore linear programming techniques.</p> <p>Integer Linear Optimization Models: In these lectures, we explore the different types of integer linear optimization models and apply excel solver to find solutions.</p> <p>Decision Analysis: In these lectures, we study decision analysis with and without probabilities, and decision analysis with sample information.</p>	45	20

Module & Description	Hours	Credit
<p><b>3. Customer Relationship Management</b></p> <p><b>Brief description:</b>The role of relationship building and customer experience management to business performance.</p> <p><b>Indicative content:</b></p> <p>Defining the nature of customer relationship management: The use of data and insights to drive the strategic, operational and analytical aspects of relationship management. Aligning customer relationships with organisational visions and objectives.</p> <p>Understanding customer relationships: Understanding the benefit of relationships to customers and to organisations. The use of technology to evaluate the customer lifecycle, develop customer loyalty and enhance the value of the customer relationship.</p> <p>Customer portfolio management: The process of using data and insight to support segmenting, targeting and profiling customers and to analyse the value of the various segments and provide them with tailored, relevant acquisition or retention strategies.</p> <p>Customer experience management: Using various digital tools to support the delivery of customer-experienced value. Exploring how the value of a customer experience is determined and by whom. The difference between customer experience management and customer relationship management.</p>	45	20
<p><b>4. Computational Analytics</b></p> <p><b>Brief description:</b> Programming languages widely used in the industry for data analysis and machine learning. This is not a module in more advanced programming languages such as C++.</p> <p><b>Indicative content:</b></p> <p>Programming, Data Analysis and Machine Learning: Programming as an important tool for the business analyst. Introduction to Programming: Data structures, algorithms and programming languages. Programming with Python: Python, one of the most widely used programming languages for data analysis and machine learning. Programming with R: R, another widely used programming language used by data analysts. Data Analysis and Machine Learning: Using Python and R to develop programmes for data analysis and machine learning.</p>	45	20

Module & Description	Hours	Credit
<p><b>5. Digital Public Relations – BMT418</b></p> <p><b>Brief description:</b>Key principles and concepts of public relations, with a focus on their application in the digital environment. Learn to design, plan and evaluate public relations activities in a digital context.</p> <p><b>Indicative content:</b></p> <p>Theoretical concepts of public relations, discourse and ethical communication</p> <p>The digital environment and public relations</p> <p>Public relations strategy and campaign planning: setting objectives, identifying publics, developing messages, digital media and channel planning, setting appropriate metrics for evaluation</p> <ul style="list-style-type: none"> <li>• Writing for digital media</li> <li>• Content marketing: content strategy, creation and curation.</li> <li>• Social media management</li> <li>• Crisis communication online</li> <li>• Internal communication</li> <li>• Digital events and sponsorship</li> <li>• Reputation management and CSR</li> </ul>	45	20

## 6. Ethical Business in Society

**Brief description:** This module aims to provide students with an appreciation of the challenges facing contemporary businesses operating within contexts where they are expected not only to maximize economic return on capital and generate shareholder value, but increasingly, to do so in a manner that reflects the interests of a range of stakeholder groups and the centrality of the values of sustainability.

**Indicative Content:**

1. Conceptualizing corporate responsibility The development of 'corporate social responsibility'; people, equality and justice; diversity and inclusion in the workplace; theorizing 'ethical' corporate conduct

2. Dimensions of corporate responsibility Corporate criminality; ethical consumerism; ESG investment; environmental sustainability

3. Key debates in corporate responsibility Corporate social responsibility: reality or rhetoric? The possibilities and limits of environmental sustainability Statement on Teaching, Learning and Assessment Learning and teaching for this module will take place through a combination of online lectures, seminars, student group work activities and independent study. Lectures introduce students to key module themes and perspectives. Seminars involve directed learning activities that require students to prepare for, and engage with, tasks relevant to module content within a participative learning environment. Small group discussion sessions enable student consideration of case studies relating to key module themes. Independent study consolidates, deepens and enhances students' understanding of module content.

Student learning will be assessed through a Unit 1 coursework involving the compilation of an annotated bibliography and a Unit 2 coursework involving a critical appraisal of corporate practices and reporting of environmental, social and governance issues. The module has been explicitly designed to correspond with the revised Abertay Attributes and provides students with important opportunities to develop these as part of their participation within the module. The intellectual dimension will be fostered by student engagement with subject knowledge, independent learning and module assessment pertinent to the student's programme of studies. The professional dimension will be fostered by student exposure to real world policy issues, concerns and debates that are of growing importance at a global level. The personal dimension will be fostered by individual, class and small group learning opportunities that demand individual time-management, organization, teamworking and communication skills. The digital dimension will be fostered by the requirement that students access, organize and retrieve academic and other relevant learning resources online. Finally, the active citizen dimension will be nurtured by engagement with module content that draws explicit attention to the ways in which business practices attract ongoing regulatory, stakeholder and public concern.

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Module & Description	Hours	Credit
<p><b>7. Brand Management</b></p> <p><b>Brief description:</b> The module provides critical insight into branding and the role of brands for businesses, consumers and society more broadly. The module explores keystone theories along with contemporary developments in brand management, to provide students with an evidence-based, up-to-date perspective on the field.</p> <p><b>Indicative Content:</b></p> <ol style="list-style-type: none"> <li>1. Introduction to brands and brand management</li> <li>2. Foundations of strategic brand management: brand identity, brand image and brand positioning</li> <li>3. Brand equity</li> <li>4. Brand metrics and measuring brand performance</li> <li>5. Managing brands over time: brand portfolios and brand extensions</li> <li>6. Brand innovation</li> <li>7. Brands, society and sustainability</li> <li>8. Contemporary developments and issues in branding</li> <li>9. Online brand communities and digital branding</li> </ol> <p>Statement on Teaching, Learning and Assessment Students will be engaged in critical inquiry and exploring real-world branding problems, through individual work, and group-work. In addition to teaching through lectures and seminars, students are expected to work independently to develop their understanding of brand management and ability to apply this understanding in real-world problems. In this module, the Abertay Attributes are achieved as follows: Intellectual: developing an understanding of the key knowledge and current issues in the field of brand management, including theories, frameworks and concepts; critically evaluating brand management decisions and information based on evidence Personal: take initiative and responsibility for one's own work Professional: develop employability skills, such as analysis, problem-solving, critical thinking, and evaluation; develop knowledge and practical skills important for working as a brand manager Active Citizen: develop an awareness of the broader effects of branding decisions on individuals, and on society Digital: use technology and digital tools to support your learning; understand the implications of the digital environment for brand management.</p>	45	20

Module & Description	Hours	Credit
<p><b>8. Strategic Marketing</b></p> <p><b>Brief description:</b>The essentials of strategic marketing planning and execution in the contemporary organisation. The influence of various elements in the global and increasing digital landscape on the decision-making process at an organisational level.</p> <p><b>Indicative content:</b></p> <p>The essentials of strategic marketing planning: Examine the nature of strategy and strategic decisions. Discuss the contribution of strategic marketing to business performance. Explore the phases of the strategic marketing planning process. Supporting strategic marketing with data-driven insights: Auditing the marketing environment. Discussing the contribution of analysis to strategic marketing. Conducting competitive analysis. Using insight in defining market segments and selecting target markets. Applying analytical models to evaluate the attractiveness of a marketplace and the efficiency of strategic marketing planning and execution. Contemporary issues influencing strategic marketing decisions: Examining the influence of the sustainable agenda on strategic choices. Creating a blueprint for competing in an evolving world. Discussing the increasing influence of digital technology (for example AI and Machine Learning) on the function of marketing and the future of marketing professionals. Considering the ethical considerations e.g. privacy and data security in the creation and execution of marketing strategies. Designing effective strategic marketing activities: Exploring the process of creating and selecting strategic marketing options. Examining the utility of design thinking in creating effective strategy activities. Criteria for prioritising goals and objectives in strategic activities. Integrating digital technology and tools in the strategic marketing process.</p>	45	20
<p><b>9. Managing Change</b></p> <p><b>Brief description:</b> A combination of theory and practice to examine organisational change and transformation in times of uncertainty.</p> <p><b>Indicative content:</b></p> <p>Analysing change contexts and drivers: The change context: globalisation, technology, and changing market dynamics; change management and sustainability Theories of change and approaches to change management: Models of change and change management; transformational change and organisations; Critical discourse in change management. Human resources issues in change management: Participative change; managing psychological contracts, social identity, stakeholder positioning and dynamics in times of radical change; voice, dialogue and rethinking resistances in radical change; Culture, habits and unlearning. Change in context: This will change each year and will form the basis of the guest lectures. Leading and managing change: Transactional and transformational leadership; a competency framework for transformational leadership; values and value-based systems in transformational change.</p>	45	20