Module Definition Form (MDF)

Module code: MOD007190	**Version:** 10 **Date Amended:** 01/Sep/2026

1. Module Title
Principles of Digital Marketing

2a. Module Leader
Ran Cao

2b. School
School of Management

2c. Faculty
Faculty of Business and Law

3a. Level
4

3b. Module Type
Standard (fine graded)

4a. Credits
30

4b. Study Hours
300

5. Restrictions

Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

This module presents a fusion between the philosophies which underlie marketing, with a strong emphasis of integrating digital and traditional concepts and the real life application of marketing across a variety of sectoral contexts. You'll examine the core marketing concept of customer value and the interplay between marketing and sustainability and the ethical challenges and critiques of modern marketing. You'll gain a wide range of knowledge across a breadth of sectors and be able to adapt these to whatever career or future research you choose. On completion of the module you'll have not only a solid grounding in marketing philosophies and theories but also a critical view of marketing, based around the realisation of the reality of modern digital marketing operations and management in a context of increasing global economic challenges, but also within a context where the customer profile is shifting to become increasingly demanding, critical and questioning of the motivations and ethics behind the marketers activities.

For students registered on the BSc (Hons) Business Management or BSc (Hons) Business Management (with placement year), except at The College of West Anglia, successful completion of this module provides exemption from the Chartered Management Institute's Unit 523 Principles of Marketing Products & Services.

6b. Outline Content

Topic 1 - Introduction to Marketing and Industry 5.0

Topic 2 - Digital Marketing Environment

Topic 3 - The Consumer: Segmentation, Targeting and Positioning (Understanding the Digital Consumer)

Topic 4 - Digital Marketing Strategy and Planning

Topic 5 - Value Creation: Digital Marketing Mix

Topic 6 - Communicating Value: Content Marketing (Email, Websites, SEO and Paid Search)

Topic 7 - Communicating Value: Social Media, Mobile Marketing

Topic 8 - Managing Value: Digital Marketing Metrics and Analytics

Topic 9 - Management: Integration and Transformation of Digital Marketing

6c. Key Texts/Literature

The reading list to support this module is available at: https://readinglists.aru.ac.uk/

6d. Specialist Learning Resources

Active Learning / TBL rooms

7. Learning Outcomes (threshold standards)		
No.	**Type**	**On successful completion of this module the student will be expected to be able to:**
1	Knowledge and Understanding	Develop an understanding of the impact of marketing in the modern organisation through structured investigation/design.
2	Knowledge and Understanding	Develop an understanding of how to apply digital marketing principles and how they act as a framework for marketing planning.
3	Knowledge and Understanding	Develop an understanding of digital marketing strategies that can be implemented in the workplace, clearly stating their functions and ethical concerns.
4	Intellectual, practical, affective and transferrable skills	Identify, select, and justify appropriate techniques and marketing strategies, incorporating an ethical dimension where appropriate.
5	Intellectual, practical, affective and transferrable skills	Produce and apply a thorough and well-organised marketing plan by analysing the evidence to support and validate the recommendations and actions for a specific organisation, which is SMART, creating marketing media through Adobe Express tools.
6	Intellectual, practical, affective and transferrable skills	Reflect on the learning journey while creating your marketing plan and identify skills gained and actions to improve personal employability skills.

8a. Module Occurrence to which this MDF Refers				
Year	**Occurrence**	**Period**	**Location**	**Mode of Delivery**
2026/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	**Hours**	**Learning Outcomes**	**Details of Duration, frequency and other comments**
Lectures	0	N/A	N/A
Other teacher managed learning	52	1-6	1 x 20 minutes screencast per week over 12 weeks 1 x 2 hr tutor-led workshop per 12 weeks and 1 x 2 hr student-led workshop per 12 weeks
Student managed learning	248	1-6	Self Directed Learning
TOTAL:	300		

9. Assessment for the above Module Occurrence

The assessment for some modules includes a presentation (see below for details on how this particular module is assessed). We recognise that presenting, especially to a large group, can cause significant anxiety or distress for some students. If this may affect you, please contact your Module Leader or the Disability and Neurodiversity Service as early as possible. We will work with you to consider appropriate reasonable adjustments. Depending on your individual needs, these might include, for example, presenting to a smaller group or presenting only to a member of academic staff.

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Practical	1-6	100 (%)	Fine Grade	30 (%)

Group presentation (15-minute presentation and 5 min Q&A) and Peer Review Evaluation To complete this assignment: Each group will work with a live brief business to create a marketing campaign plan. Use Adobe Express to create multimedia marketing material for the live brief partner. Make a presentation to provide justification for the proposed marketing campaign plan and the created marketing content. Provide a Peer Review Evaluation (30%)

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	1-6	0 (%)	Pass/Fail	100 (%)

Individual Learning and Employability Development Reflective Portfolio (equivalent to 1500 words) Students will create multimedia artefacts as part of a reflective portfolio using Adobe Express. A 5-minute individual discussion on the reflective portfolio.

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:
(a) achieve the qualifying mark for each element of fine graded assessment as specified above
(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]