Module Definition Form (MDF)

Module code: MOD011382	**Version:** 1 **Date Amended:** 10/Dec/2025

1. Module Title
Digital Marketing

2a. Module Leader
Kurtz Law

2b. School
Faculty of Business Innovation and Entrepreneurship at ARU Peterborough

2c. Faculty
ARU Peterborough

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

Module description to be updated to: In this module, you will explore the fundamental principles of marketing, with a strong emphasis on integrating digital and traditional strategies. You will examine how marketing operates across different industries and learn to apply key concepts in real-world contexts.

A core focus will be on customer value, understanding how businesses attract, engage, and retain customers in an evolving digital landscape. You will also critically assess the relationship between marketing and sustainability, as well as the ethical challenges facing modern marketers.

By engaging with contemporary case studies and real-life industry examples, you will develop a broad knowledge base that can be applied to various career paths in the field of business. Upon completion, you will not only have a strong foundation in marketing theories and philosophies but also a critical perspective on digital marketing operations and management. You will gain insight into how global economic shifts and changing consumer behaviours, marked by increased scrutiny of ethical practices, are shaping the future of marketing.

6b. Outline Content

Module description to be updated to: In this module, you will explore the fundamental principles of marketing, with a strong emphasis on integrating digital and traditional strategies. You will examine how marketing operates across different industries and learn to apply key concepts in real-world contexts.

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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

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	Understand the position of marketing management in the modern firm
2	Knowledge and Understanding	Critically evaluate the sectorial variations of marketing
3	Knowledge and Understanding	Understand the ethical and sustainability issues affecting marketing in the modern firm
4	Intellectual, practical, affective and transferrable skills	Critically review the application of marketing in diverse sectors
5	Intellectual, practical, affective and transferrable skills	Evaluate the role of marketing in society today
6	Intellectual, practical, affective and transferrable skills	Recommend appropriate marketing actions for a specific organisation which are SMART in nature

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 screencasts per week over 12 weeks making minimum of 4 hours. 1 x 2 hour tutor-led workshop per 12 weeks and 1 x 2 hour student-led workshops 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 (%)

Presentation 15 mins inc 5 mins Q&A, Group Participation Log and Group Portfolio

Assessment components for Element 010

Component No.	Assessment Title	Submission Method	Weighting (%)	Components needed for Mark Calculation?
010/1	Group presentation 15 mins inc 5 min Q&A (2,100 word equivalent). Presentation based on a live brief current business is	Scheduled Activity: Timetabled assessment task	35 (%)	All
010/2	Group participation log including group reflection on employability skills gained	Canvas	35 (%)	
010/3	Group portfolio of media materials	Canvas	30 (%)	

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]