

MMED M7006: Digital Marketing Design Concepts

Module Details	
Module Code:	MMED M7006
Full Title:	Digital Marketing Design Concepts APPROVED
Valid From::	Semester 1 - 2020/21 (September 2020)
Language of Instruction:	
Duration:	2 Semesters
Credits::	10
Module Owner::	Adele Commins
Departments:	Unknown
Module Description:	This module Introduces students to the theories and production practices of creative advertising and digital marketing. This module explores the history of these industries and the development of current practices, nationally and internationally and to have greater understanding of the role of Art Director in traditional and digital communications.

Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	Module Learning Outcome Description
MLO1	Select and examine the target audience that a communications solution must address.
MLO2	Critique advertising campaigns from a variety of perspectives including communications strategy, design, psychological, social and cultural context.
MLO3	Plan a reflective working process that defines problems; conceptualizes and evaluates alternatives; tests and refines solutions.
MLO4	Synthesize broader multimedia knowledge with advertising theory in order to create effective cross-media advertising campaigns.
Pre-requisite learning	
Module Recommendations	
<i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named DkIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>	
No recommendations listed	

Module Indicative Content
Digital marketing strategy principles Principles of Digital Marketing Digital Research. Developing Objectives. Cultural Research. Connecting with the Customer.
Social Media Marketing Key Social Platforms for Digital Marketing. Growing and Engaging an Audience. Developing Data-Driven Audience and Campaign Insights. Setting up a Social Media Experience for a Business. Creating and Optimising Social Media Campaigns.
Digital Marketing Exploring the historical, social and cultural context.
What is advertising? Exploring the historical, social and cultural context. Communication as persuasion.
Concept is key - The importance of the idea, problem solving techniques, creative idea generation.
Key principles and vocabulary- Understanding your audience, target market, research as a means for developing insights, developing creative strategy, USPs, planning your campaign, media planning.
Advertising, persuasion and ethics - What's the meaning? The ethical implications and associations of advertising.
Subverting advertising - Graphics Radicals. Using advertising techniques for social and political campaigns (Buy Nothing Day).
Art in Advertising - Ad ideas - where do they come from? Finding inspiration in everything. The element of surprise.
What works? Critically analysis of advertising campaigns.

Module Assessment	
Assessment Breakdown	%
Course Work	100.00%
Module Special Regulation	

Assessments

Full Time On Campus			
Course Work			
Assessment Type	Continuous Assessment	% of Total Mark	10
Marks Out Of	0	Pass Mark	0
Timing	S1 Week 6	Learning Outcome	1
Duration in minutes	0		
Assessment Description Practical Project			
Assessment Type	Presentation	% of Total Mark	20
Marks Out Of	0	Pass Mark	0
Timing	S1 Week 8	Learning Outcome	2
Duration in minutes	0		
Assessment Description Theory Project			
Assessment Type	Continuous Assessment	% of Total Mark	20
Marks Out Of	0	Pass Mark	0
Timing	S1 Week 13	Learning Outcome	1,3,4
Duration in minutes	0		
Assessment Description Group project, Plan the strategy and pitch an advertising campaign			
Assessment Type	Continuous Assessment	% of Total Mark	20
Marks Out Of	0	Pass Mark	0
Timing	S2 Week 24	Learning Outcome	1,2,3,4
Duration in minutes	0		
Assessment Description Practical & theory project			
Assessment Type	Continuous Assessment	% of Total Mark	30
Marks Out Of	0	Pass Mark	0
Timing	S2 Week 29	Learning Outcome	1,3,4
Duration in minutes	0		
Assessment Description Practical Project			
No Project			
No Practical			
No Final Examination			

Module Workload

Workload: Full Time On Campus

<i>Workload Type</i>	<i>Contact Type</i>	<i>Workload Description</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>	<i>Hours</i>
Lecture	Contact	No Description	Every Week	1.00	1
Practical	Contact	No Description	Every Week	3.00	3
Independent Study	Non Contact	No Description	Every Week	4.00	4
				Total Weekly Learner Workload	8.00
				Total Weekly Contact Hours	4.00

Workload: Part Time On Campus

<i>Workload Type</i>	<i>Contact Type</i>	<i>Workload Description</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>	<i>Hours</i>
Lecture	Contact	No Description	Every Week	1.00	1
Practical	Contact	No Description	Every Week	3.00	3
Independent Study	Non Contact	No Description	Every Week	4.00	4
				Total Weekly Learner Workload	8.00
				Total Weekly Contact Hours	4.00

Module Resources

Recommended Book Resources

Dave Chaffey. Digital Marketing.

Fill, Chris, Hughes, Graham, De Francesco, Scott. Advertising: Strategy, Creativity and Media.

Arden, Paul. It's not how good you are, it's how good you want to be.

This module does not have any article/paper resources

This module does not have any other resources