



BA (Honours) Digital Marketing / Chương trình Cử nhân chuyên ngành Digital Marketing

1. Marketing Essentials

This module builds a solid foundation in the principles that underpin marketing, digital marketing, public relations (PR), and advertising. This module introduces the key concepts, tactics, and techniques across each discipline, exploring how they differ and how they work together to create impact. Through theory, real-world case studies, and practical activities, you'll examine how marketing communications operate in practice. You'll also begin to understand the range of roles and career pathways across these fields, and how they contribute to organisational success.

2. AI and Marketing

This module explores the key principles that drive the understanding and application of artificial intelligence (AI) in marketing, digital marketing, public relations and advertising. You'll study the main concepts, tools, and techniques associated with AI and have the opportunity to use and apply them in a variety of relevant settings. Through a combination of theory and case studies, along with practical exercises, you'll begin to understand how AI works in industry and its effects both now and in the future.

3. Applied Marketing, PR and Communication Practice

This module discovers how marketing, public relations, advertising and digital content work in real life. This module follows a logical and simple route through an analysis of the current marketing environment. You'll explore the scope of and learn to apply practical marketing and communications activities and tactics when delivering organisational goals. You'll also begin to consider how any recommendations can be implemented and monitored.

4. The Communications' Toolkit

This module develops a range of communication tools across traditional and digital platforms as you create a media kit for an organisation or brand. This module will increase your awareness of what it takes to become a competent marketing and communications specialist. You'll enhance your interpersonal, problem-solving, and practical skills during the production of a personal and professional development plan. By the end of the module, you'll be able to communicate more clearly, concisely and ethically when carrying out a variety of tasks for a range of audiences.

5. Web and Social Media Analytics

This module discovers the concepts and tools related to web and social media analytics. This module will develop your skills in a selected suite of web and social media analytics tools to help you track, monitor and analyse the performance metrics of marketing activity and campaigns. You'll begin to understand the importance of these techniques in developing informed insights into the effectiveness of online marketing activities and customer behaviour.

6. Content Marketing

This module studies the concept of content marketing and its strategic importance to an organisation. You'll analyse the content marketing approaches of various companies and discover how content marketing links to corporate goals and marketing objectives. Once you understand these concepts, you'll develop your own content marketing plan for an allocated 'live' business. You'll use your new knowledge of audiences, content purpose and format, as well as the key theory of storytelling to bring it to life.

7. Campaign Planning

This module gains a hands-on, practical understanding of the consumer journey, looking at both online and offline, examining how the two modes and relevant touchpoints interact. You'll be equipped with the knowledge and skills to develop effective campaign plans through the application of marketing, public relations, and communications principles. By the end of the module, you'll understand the complexities of the contemporary marketplace and begin to make decisions that provide value to your customers, stakeholders, and organisation.

8. Integrated Brand Communications

This module develops an in-depth appreciation of branding and how it should be considered as part of an integrated communications plan. This module will build your understanding of branding, consumer relationships with brands and the brand building and management process in a dynamic, highly competitive operating environment. You'll have the opportunity to practice developing and delivering contemporary brand communications activities and campaigns across many industry sectors.

9. Marketing and Digital Strategy

In this module, strategic marketing allows organisations to understand dynamic markets, build a competitive advantage and maximise opportunities for growth and value building. You'll evaluate strategic marketing activities and develop an awareness of strategic aspects of marketing as well as major aspects of the planning and control of marketing operations. Analysing the marketing environment using relevant strategic marketing tools and theories, you'll learn to make appropriate recommendations. By the end of the module, you'll be able to propose innovative solutions to organisational problems through strategic marketing.

10. Digital Marketing Optimisation

This module understands and evaluates the impact that the digital environment has on organisations, their operations, and the knowledge and skills required to optimise digital marketing performance. This module will consider the requirements and behaviour of key stakeholder groups in the context of digital marketing strategy and tactics to support customer-centric optimisation.

11. Mastering Metrics

This module learns how data drives smarter marketing decisions. This module explores the role of digital marketing metrics within organisations and how the effective selection and application of measurement techniques supports strategic decision-making. You'll examine how marketing metrics align with corporate objectives and wider performance indicators, while assessing marketing effectiveness across digital channels. The module also considers contemporary data ethics and the influence of stakeholders on how metrics are selected, interpreted, and applied.

12. Digital Marketing Futures

This module will help you to gain an understanding of the similarities and contrasts between 'traditional' marketing and digital marketing, both now and in the future. We'll provide you with an insight into current and emerging disruptive technology and how it's impacting marketing activities, consumer behaviour and global markets. You could cover anything from data science and AI, privacy and security and the Internet of Things to digital innovation and the future of content.

13. Individual Research Project

This module enables you to further develop your independent learning skills and demonstrate your capacity for sustained individual effort. You'll analyse and evaluate data and bring together ideas about your chosen research topic within the field of marketing, digital marketing, public relations, and/or advertising. You'll have the option to carry out your research in the form of a dissertation or practical research project.