

**Nottingham Trent University**  
**Course Specification**  
**GLOBAL SUMMER SCHOOL**

	<b>Basic Course information</b>	
1	Course Title:	Digital Marketing and Communication for the Creative Industries
2	Course Code:	GLB_001
3	Credit Points:	10
4	Duration:	10 days
5	School:	NSAD
6	Campus:	City
7	Date this version first approved to run:	

**8 Pre, post and co-requisites:**

You should have the required English language skills.

**9 Programmes containing the Course**

<u>Level</u>	<u>Core/Option</u>	<u>Mode</u>	<u>Code</u>	<u>Course Title</u>
5	Option	FT		A constituent of the NTU Global Summer School.

**10 Overview and Aims**

**Overview and aims**

This course will give you the opportunity to explore the fast paced and disruptive digital marketing and communications environment. You will be able to expand on existing skillsets, work outside of your comfort zone, learn new techniques, and be challenged to design innovative ways to utilise new technologies and digital media within a marketing context.

You will be encouraged to examine a variety of new digital methods of communication and how these are used to engage consumers and tell stories within the fashion and lifestyle industries. You will investigate how data and analytics are used to measure success and improve brand performance whether it be large multinational or personal brands.

In exploring the inner workings of a brands' digital offerings in detail, analysing a variety of digital touchpoints and living the user experience, you will be able to distinguish the effective from the ineffective.

The course will inspire you to take risks and experiment with new mediums and concepts while developing a proposal that enriches and enhances user experience across a variety of digital platforms.

This concept proposal will allow you to design and develop a range of prototype digital communication solutions. You will integrate these together with the aim of simulating a new user experience. The proposal will also include which metrics should be monitored, how success will be defined and areas for performance improvement identified.

**11 Course Content**

The course will begin with an individual research task, where you will select a brand from the given options in the brief. To get an overview of the user experience of this brand, you will investigate their current multiplatform digital offerings and analyse the content and usage data. This will be consolidated into a visual digital presentation.



You will then undertake a group project, delivering a presentation outlining a digital marketing and communication strategy for a given brand, which will include developing and showcasing new prototype designs.

In this module you will cover:

- Ecommerce, UX & CX
- Digital Marketing Strategy
- Wireframing & design for digital platforms
- Data analytics
- Omnichannel marketing
- Future digital innovation culture
- Social Media & Influencer Marketing
- Customer engagement strategy
- Data driven story telling

Included in the course will be visits off campus to explore design brands in the UK.

## 12 Indicative Reading

Chaffey, D., Ellis-Chadwick, F., 2016. *Digital marketing* Sixth Edition. Harlow, England: Pearson.

### Supportive

Bailey, C., 2020. *Customer Insight Strategies: How to Understand Your Audience and Create Remarkable Marketing* 1st edition. London: Kogan Page.

Mark, M., Pearson, C., 2001. *The hero and the outlaw : building extraordinary brands through the power of archetypes*. New York: McGraw-Hill.

Commented [MOU1]: Needed

## 13 Learning outcomes

Knowledge and understanding. After studying this course, you should be able to:

- K1. Realise the creative potential of new and emerging technologies
- K2. Develop and execute innovative and strategic commercial responses to project objectives.
- K3. Determine and apply appropriate creative aesthetic, visual and verbal language and technology to effectively communicate to your intended audience.

Skills, qualities, and attributes. After studying this course, you should be able to:

- S1. Critically reflect upon macro trends, global social and ethical influences to produce a body of work that demonstrated strategic and creative thinking

## 14 Teaching and learning

*Range of modes of direct contact*

Lectures  
Guest speakers  
Workshops in the studio  
Final written and oral presentation

Total contact hours: 50

Reasonable additional hours will be required for reading and research before and during the course.

*Range of other learning methods*

Self-guided research

Total non-contact hours: 10



15 **Assessment methods**

Commented [MOU2]: Needed

This indicates the type of assessment elements in the course

<u>Element number</u>	<u>Weighting</u>	<u>Type</u>	<u>Description</u>
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1	100%	Presentation	Visual Group Presentation.
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**Further information on assessment**

There will be time during the course for informal feedback sessions with your tutor.

Final Assessment: You will receive a pass/fail mark for the course. Written feedback from your tutor will identify strengths evident in the body of work and include some pointers on what to focus on to improve your future work.