Unit Title	Media and Emerging Technologies (blended)
FHEQ Level	Level 6
Unit Code	DGM20302
Credit Value	15
Unit Type	Subject

Learning Hours

Staff – Student Contact Hours		Independent Study Hours	
Classes	30	Independent study	95
Supervised access to Ravensbourne resources		Preparation for assessment	25
Total		150	

Unit Description

Emerging technologies set the trend for future developments. With rapid changes in technology it is essential to keep in touch with new technologies and keep an eye On future developments.

Emerging technologies are also used as a strategic tool to gain competitive advantage. Either for marketing purposes or for business profitability, they provide leverage in terms of exposure and outreach.

This unit will explore the latest hardware and software technologies in the sector and how they may provide better personal experience and effective marketing communication. The unit will also explore advantages and disadvantages of using emerging technologies and how they are used for strategic decision making and gaining competitive advantage.

Students will be required to prepare an artefact and show how it can be used for marketing and advertisements.

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

Unit Indicative Content

- Introduction to Emerging Technologies
- Advantages and disadvantages of emerging technologies
- Convergence
- Emerging Hardware and Software
- Uses of tech in various sectors
- Marketing related technologies
- Uses of sensors, facial recognition and ML/AI
- Web based tools
- Mobile apps and technologies
- Case studies of emerging technologies
- Applied emerging technologies

Unit Aims

Examine emerging technologies in hardware and software

Investigate how such technology may be used for effective marketing

Explore ethical factors related to emerging technologies

Develop an in-depth understanding of emerging technologies and their strategic uses

Unit Learning Outcomes

LO 1 Research/Inspiration

Select and evaluate information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

LO 2 Concept/Ideation
Critically appraise and evaluate appropriate research materials to generate workable concepts or strategic project themes that inform and underpin project development. Related Principle: ORIGINATE

LO 3 Development/Prototyping
Investigate potential pathways that result in appropriate solutions, informed by a systematic understanding of the principles of the creative process. Related Principle: INTEGRATE

LO 4 (Pre) Production
Demonstrate systematic working knowledge, production skills, selection, application and understanding of a selection of processes, materials and methods that inform creative and academic practice.
Related Principle: COLLABORATE

Learning and Teaching Methods

This unit will be delivered using a combination of:

- Lectures / Seminars
- Online activities
- Self-directed independent study
- Peer learning, group discussion, guest speakers

Assessment methods and tasks

Assessment tasks	Weighting (%) *(one grade or multi-grade unit)*
Artefact presentation with collateral (10 minutes)	100%

Indicative Assessment Criteria

Choose a project, sector or industry and evaluate formats, characteristics and trends of Emerging Technologies in your selected field (LO2)

Investigate how such technologies may be used for effective marketing (LO2)

evaluate potential harms and ethical implications related to emerging technologies (LO1))

Analyse strategic use of emerging technology for competitive advantage (LO2)

Develop a prototype tool that uses emerging hardware / software (LO3, LO4)

Essential Reading list

Schwab, K. (2016) The Fourth Industrial Revolution. World Economic Forum.

Christensen, C. (2015) The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change). Harvard Business Review Press.

Recommended Reading List

https://www.futuretechmagazine.net

https://www.cio.com/uk/category/emerging-technology/

https://www.scientificamerican.com

https://cmo.adobe.com/articles/2017/11/how-emerging-tech-will-impact-customer-experiences.html#gs.al6i6s

https://www.businessnewsdaily.com/8564-future-of-marketing.html