



Unit Title	Personalising the Digital Experience (blended)
FHEQ Level	Level 6
Unit Code	DGM20312
Credit Value	15
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	30	Independent study	90
Supervised access to Ravensbourne resources		Preparation for assessment	30
Total			150

Unit Description

This unit looks at potential ways to personalise a digital experience instead of providing generic or irrelevant information to all groups. The science and art of personalisation starts from data collection and applying state of the art tools and techniques to provide every individual and distinct visitor to the same campaign.

The uniqueness of individuals and mindsets demands a very personalised and targeted approach to marketing. Personalisation indicates how effectively your system adapts to specific needs of individual customers based upon certain available information which maybe static or dynamic in nature.

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

The aim of this unit is to support students in diagnosing and communicating the range of psychological factors that digital environments have on consumer behaviour. In order to achieve this, themes covered could include:

- Channel selections
- Internal and external data sources for insights
- Dashboards
- Social trends
- Online research sources
- Data Insight sources
- Data analytics and insights
- Content Marketing
- Keywords
- Resource allocation and budgeting
- Data Protection
- Code of conduct
- Discrimination
- Intellectual property, copyrights
- Ethical and legal implications
- Search Engine Optimisation
- Search Engine Marketing
- Pay per click
- Blogging and partnerships
- Device information

Unit Aims

Assess the strategic choices for channel selection

Evaluate how digital channels are managed effectively

Analyse internal and external sources of insights

Evaluate the best fit model for user experience

Understand Ethics and compliance in digital marketing

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 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

LO 6 Critical and creative mindsets Evaluate a range of critical approaches in order to form an independent position
Related Principle: ORIGINATE

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 (%) <i>(one grade or multi-grade unit)</i>
Presentation with collateral	100%

Indicative Assessment Criteria

Critically evaluate marketing channel goals and criteria for channel selection (LO6)

Analyse internal and external sources of relevant data and their authenticity (LO6)

Demonstrate relevance between user interface and customer experience (LO1)

Evaluate the situational methods of customer reach (LO3, LO4)

Recommend suitable campaign channels to engage customers (LO6)

Analyse the insights from internal and external sources to evaluate effectiveness of campaign (LO6)

Demonstrate an understanding of relevant regulations and codes of conduct (LO3)

Essential Reading list

Chaffey, Dave, and Fiona Ellis-Chadwick. Digital Marketing. Pearson, 2019.

Richardson, Neil, et al. Customer-Centric Marketing: Supporting Sustainability in the Digital Age. Kogan Page, 2015.

Recommended Reading List

Heinze, Aleksej, et al. Digital and Social Media Marketing: a Results-Driven Approach. Routledge, 2017