

Module Layout MBA615/ Digital Marketing

Faculty	FEM	Faculty of Economics and Management	
Programme of Study	MBA	The Open MBA - Master of Business Administration (MBA)	
Module	MBA615	Digital Marketing	
Level of Study	Undergraduate		Graduate
		Master ✓	Doctoral
Language of Instruction	English		
Mode of Delivery	Distance Learning		
Module Type	Required		Electives ✓
Number of Group Consulting Meetings	Total	Physical Presence	Online
	5	0	5
Number of Assignments	2		
Final Exam Calculation	Assignments	Interactive activities	Final exam
	40%	10%	50%
Number of European Credit Transfer System (ECTS)	10		

Module Description

The MBA615 Digital Marketing module provides a comprehensive approach regarding aspects of using the internet, digital media and marketing technology to achieve the goals of integrated multichannel marketing. The development, implementation and measurement of an integrated digital marketing strategy along with the study of consumer behaviour in the digital era are the focal points of the module. The module covers both current academic insights and emerging business practice in the field of digital marketing.

Pre-requisite Modules

	None
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Co-requisite Modules

	None
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Grading Scheme

<i>Assessment Method</i>	<i>Percentage on final grade</i>	<i>Workload</i>	
		<i>Hours</i>	<i>ECTS</i>
Weekly study- Assignments -Group Meetings	0 %	125-150	5
Assignment 1	20 %	50-60	2
Assignment 2	20 %	50-60	2
Interactive activities	10 %	25-30	1
Final exam/Resit exam	50 %	3-6	-
Total	100%	250-300	10

Grading Rules and Assessment methods

- Interactive activities, which comprise 10% of the final grade and are assessed with a Pass or Fail. Each contribution that is evaluated with a Pass proportionally increases the module's final grade.
- Students are evaluated with 9, if they collect 90% of the possible grade, meaning, $90\% \times 10 = 9$, etc.
- Passing rate
 - 50% of the Assignments and interactive activities: Students are allowed to participate in the final exam of a Module, if they have overall collected the minimum grade ($> = 50\%$) in their assignments and interactive activities.
 - 50% of the Final exam
- If a student obtains a grade with decimal points, then the final grade is rounded to the nearest half unit. This module (Thematic Unit) is considered to have been successfully completed when the grade is equal to or higher than 5.0.