

Module Specification

Module Summary Information

1	Module Title	Digital Marketing Strategy
2	Module Credits	20
3	Module Level	7
4	Module Code	MKT7043

5	Module Overview
<p>Technological advances within marketing now enable organisations to better identify and reach prospective customers. Organisations can no longer obtain a competitive advantage simply by producing high quality products / services and offering them for sale within the market.</p> <p>The way in which the consumer makes their buying decisions has changed and nowadays they no longer expect to be the recipients of mass messages. Customers now expect to enter into a conversation with organisations, thus changing the monologue into a dialogue – a two way conversation. This conversation commences during their decision making stage, continues during the purchase of the product or service and on throughout the buyer life cycle, thus enabling organisations to extract maximum value from each customer.</p> <p>This module aims to equip you with the conceptual knowledge needed to further develop your understanding of digital marketing strategies. It explores a diverse range of activities within digital marketing strategy and aims to enable you to appreciate the major differences between traditional and digital marketing activities at a strategic level.</p> <p>You will develop an understanding of how to analyse an organisation's current digital marketing activities, to develop and apply digital marketing techniques, develop appropriate metrics for digital marketing activities and assess risk associated with the execution of digital marketing strategies.</p> <p>Learning and Teaching Approach</p> <p>Each lecture is self-contained and builds upon that preceding it therefore attendance at each session is highly important. Each session includes a group exercise where you will discuss a contemporary digital marketing issue and share your conclusions with other students. You will receive weekly feedback on your progress from these group exercises and you will work individually on a live case study where you will be required to develop a digital marketing strategy for an organisation in order to address a contemporary digital marketing issue. Individual feedback will be provided to indicate areas that should be re-visited in order to improve your knowledge. The module is assessed by the development of an alternative digital marketing strategy to address a set of contemporary digital marketing issues within an organisation of your choice.</p> <p>Throughout the module, you will be presented with a series of digital marketing problems. After careful consideration of all the relevant factors, you will be required to solve contemporary digital marketing issues faced by organisations.</p>	

6	Indicative Content
<p>The module content may include topics such as:</p> <ul style="list-style-type: none"> • The E – Environment • Online consumer classification & behaviour • Website Development • Design Effectiveness & Digital Laws • Campaign Planning for Digital media • Search Engine Marketing • Managing E – Relationships online (E – CRM) • Evaluation and Improvement of Digital Channel Performance 	

7	Module Learning Outcomes
On successful completion of the module, students will be able to:	
1	Effectively analyse a commercial problem requiring a Digital Marketing solution.
2	Create a best practice solution to a Digital Marketing problem which is most appropriate to the analysis and conditions, drawing upon appropriate tools and frameworks.
3	Develop a set of objectives along with appropriate metrics.
4	Utilise a range of data in order to justify your proposed strategy.

8	Module Assessment		
Learning Outcome			
	Coursework	Exam	In-Person
1-4	x		

9	Breakdown Learning and Teaching Activities
Learning Activities	Hours
Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	36
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	24
Private Study (PS) includes preparation for exams	140
Total Study Hours:	200