WM954-15 Digital Marketing Strategy and Management

20/21

Department
> WMG

Level
> Taught Postgraduate Level

Module leader
> Gareth Edwards

Credit value
> 15

Module duration
> 2 weeks

Assessment
> 100% coursework

Study location
> University of Warwick main campus, Coventry

Description

Introductory description

In today's economy, digital marketing is no longer an "add-on" to traditional approaches, with over 60% of advertising spend in the UK now committed to digital marketing channels (eMarketer, 2018). In a recent report, the UK Government specifically identifies digital marketing skills as a key shortage in the UK economy (ECORYS UK, 2016).

Module aims

In today's economy, digital marketing is no longer an "add-on" to traditional approaches, with over 60% of advertising spend in the UK now committed to digital marketing channels (eMarketer, 2018). In a recent report, the UK Government specifically identifies digital marketing skills as a key shortage in the UK economy (ECORYS UK, 2016).

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

1. Digital Marketing Fundamentals
   a. What is Digital Marketing?
   b. Case Studies
   c. Market, Competitor and Customer Analysis

2. Strategic Management of Digital Marketing
   a. Models of Strategic Management for Digital Marketing
   b. Campaign Management
   c. Objectives, Targets and Key Performance Indicators
   d. Writing a Campaign Proposals

3. Digital Marketing Channels
   a. Email Marketing
   b. Content Marketing
   c. Search Engine Marketing
   d. Social Media Marketing
   e. Programmatic Advertising

4. Digital Campaign Execution
   a. Digital for Large Brands
   b. Digital Analytics
   c. Campaign Management and Optimisation
   d. Campaign Management Simulation

5. Capstone Project
   a. Digital Marketing Client Proposal
   b. Client Presentations

A more detailed explanation of these topics is below.
An overview of Digital Marketing and the foundations of Digital Marketing campaigns. Competitor, market and customer analysis models using practical tools and both commercial and open data sources.

The key principles of Digital Marketing strategy, including the latest models and planning tools. The fundamentals and best practices in campaign creation, management and optimisation. Setting SMART objectives, targets and key performance indicators (KPIs). The development of these ideas into a written Digital Marketing proposal.

The next section, representing the majority of the lecture-component of the module, introduces a wide range of digital marketing channels, incorporating best practices and management strategies. This includes, but is not limited to: email, content marketing, search engine marketing (search engine optimisation and pay-per-click advertising), social media marketing (branding, content creation/curation and advertising), and programmatic advertising.

The final aspect of the lecture component concerns the execution of Digital Marketing campaigns. This includes branding issues (particularly in enterprise-class organisations), digital analytics, and campaign management and optimisation. This will culminate in the first assessed component (10% of the overall mark), a simulated campaign management exercise using a bespoke computer simulation model (designed specifically for this module). This exercise will require participants to

make real-time decision and campaign adjustments based on the data generated in the simulation.

Finally, a capstone project that will bring these aspects together in a new campaign proposal for a given case study (client). This proposal will be demonstrated in a formal presentation that concludes the module and represents the second part of the in-module assessment (20% of the overall mark).

Learning outcomes

By the end of the module, students should be able to:

- Demonstrate a comprehensive understanding of the principal models and key theoretical frameworks associated with digital marketing strategy, and their application in real-world scenarios.
- Critically evaluate market opportunities, using cutting edge tools, and create appropriate strategies to meet them
- Critically evaluate data outputs from digital marketing tools, and integrate these insights into ongoing marketing campaigns.
- Apply advanced segmentation techniques and customer analysis methods in a variety of contexts and industry settings.
- Develop a comprehensive and justified marketing proposal, encompassing current best practices and in consideration of all relevant operational risks.

Indicative reading list

Chaffey D (2014). Digital Business and E-Commerce Management. Pearson: Harlow, UK. ISBN-13: 978-0273786542.
Chaffey D and Smith PR (2013). eMarketing Excellence: Planning and optimizing your digital marketing. Routledge: Abingdon, UK. ISBN-13: 978-0415533379.
Charlesworth A (2018). Digital Marketing: A practical approach. Routledge: London, UK. ISBN-13: 978-1138039568.
Geddes B (2012). Advanced Google Adwords. John Wiley & Sons: Indianapolis, IN. ISBN-13: 978-1118194508.
Hooley G, Piercy NF and Nicoulaud B (2012). Marketing Strategy and Competitive Positioning. Pearson Financial Times/Prentice Hall: Harlow, UK; New York, NY. ISBN-13: 978-0273740933.
Kaufman A and Horton C (2015). Digital Marketing: Integrating strategy and tactics with values; a guidebook for executives, managers, and students. Routledge: New York, NY; and London, UK. ISBN-13: 978-0415716741.
Kerpen D, Rosenbluth M, Riedinger M and Kerpen C (2015). Likeable Social Media: How to delight your customers. McGraw-Hill: New York, NY. ISBN-13: 978-0071836326.
Kingsnorth S (2016). Digital Marketing Strategy: An integrated approach to online marketing. Kogan Page: London, UK; Philidelphia, PA; New Dehli, IN. ISBN-13: 978-0749474706.
Meier A and Stormer H (2009). eBusiness & eCommerce: Managing the digital value chain. Springer: Berlin, DE and London, UK. ISBN-13 978-3540893288.
Nahai N (2012). Webs of Influence: The psychology of online persuasion. Pearson: Harlow, UK. ISBN-13: 978-1292134604.

Subject specific skills

Research subject technology related topics, competence and experience working with commercial and enterprise standard Digital Marketing solutions

Transferable skills

Presentation skills, research, teamwork, data and metrics interpreting, critical thinking

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Study

Study time

Type	Required
Lectures	21 sessions of 1 hour (14%)
Seminars	9 sessions of 1 hour (6%)
Other activity	120 hours (80%)
Total	150 hours

Private study description

No private study requirements defined for this module.

Other activity description

6 hours of pre-module work (based on case study analysis)
24 hours of online collaborative work
90 hours of self-directed study (post-module assignment)

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group A1

	Weighting	**Study time**
Assessed work as specified by department	100%	

6000 Words Post Module (90 hours) (70%)
In module Assessment (comprising two parts)(30%)

Feedback on assessment

In module work will have feedback provided verbally after assessment.
PMA – individual notes attributed to each script returned to each student with bespoke feedback.

Availability

Courses

This module is Optional for:

- Year 1 of TESA-H7PK Postgraduate Taught e-Business Management
- Year 1 of TESS-H7PL Postgraduate Taught e-Business Management
- Year 1 of TWMS-H1S4 Postgraduate Taught e-Business Management (Full-time)