

# WM9A3-15 Digital Marketing Campaigns

**22/23**

**Department**

WMG

**Level**

Taught Postgraduate Level

**Module leader**

Andrew Gordon

**Credit value**

15

**Module duration**

2 weeks

**Assessment**

Multiple

**Study locations**

University of Warwick main campus, Coventry Primary

Distance or Online Delivery

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## Description

### Introductory description

Running successful digital marketing campaigns require a full range of techniques and technologies to be successful, particularly when run from an external company (e.g. marketing agencies or consultancies). This module address the planning and creation of digital marketing campaigns from initial client briefs through to detailed campaign plans.

### Module aims

The module emulates a full campaign lifecycle for digital marketing projects. The curricula culminates in a keystone project that enables participants to practically apply the knowledge acquired in the module in a real-world simulation of a digital marketing campaign. This will cover the full lifecycle of a campaign from the perspective of a digital marketing agency, incorporating client requirements, strategic development, campaign implementation, and measurement and optimisation.

### 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 Campaigns

- Designing a digital marketing campaign
- Project planning
- Timelines and milestones

### 1. Customer requirements

- Marketing agencies and consultancy
- Requirements elicitation
- User story mapping

### 1. Situation analysis

- Market analysis
- Customer analysis
- Soft systems approaches

### 1. Designing a digital marketing campaign

- Brand messaging
- Metrics and KPIs
- Risk mitigation

### 1. A practical simulation of the above topics

## **Learning outcomes**

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

- Demonstrate a comprehensive understanding of digital marketing campaign concepts
- Interpret and evaluate complex organisational requirements
- Critically analyse advanced digital marketing solutions and evaluate their suitability to specific use cases
- Demonstrate a sound conceptual understanding of the forefront of consultancy practice and their application in real-world scenarios

## **Interdisciplinary**

A mixture of technology/computing topics and business topics

## **International**

Topics are of high international demand

## **Subject specific skills**

Digital marketing campaigns, project management and planning, consultancy practice, marketing agency practice, requirements

## Transferable skills

Consultancy skills, project management, communication skills, teamwork

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## Study

### Study time

Type	Required
Lectures	15 sessions of 1 hour (10%)
Seminars	15 sessions of 1 hour (10%)
Online learning (independent)	15 sessions of 1 hour (10%)
Assessment	105 hours (70%)
Total	150 hours

### Private study description

No private study requirements defined for this module.

### Costs

No further costs have been identified for this module.

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## Assessment

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

### Assessment group A1

	Weighting	Study time
Digital Marketing Campaign Presentation Presentation of a campaign plan based on a client brief	20%	30 hours
Post Module Assignment A business-style report discussing core topics in digital marketing campaigns	60%	45 hours
Online Campaign Tools Development of content and information on online campaign management tools	20%	30 hours

## Assessment group R1

	Weighting	Study time
Post Module Assignment	100%	
A business-style report discussing core topics in digital marketing campaigns		

## Feedback on assessment

Verbal feedback for in-module element. Written feedback and annotated scripts for post-module element

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## Availability

### Courses

This module is Optional for:

- Year 1 of TWMS-H1S4 Postgraduate Taught e-Business Management (Full-time)