WM954-15 Digital Marketing Strategy and Management

23/24

Department
  WMG
Level
  Taught Postgraduate Level
Module leader
  Matthew Danes
Credit value
  15
Module duration
  4 weeks
Assessment
  Multiple
Study locations
  University of Warwick main campus, Coventry Primary
  Distance or Online Delivery

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). According to Brauer's (2020) findings, 80% of UK leaders believe investment in digital skills will be important to the country's economic recovery following COVID-19, while 78% also view a large pool of digital talent as essential to driving UK competitiveness.

Module aims

The module covers the full lifecycle of digital marketing from initial strategy through to execution. Participants will get hands on experience working with the latest digital marketing technologies and techniques, alongside the business strategies to implement them successfully

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

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.

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%)
Online learning (independent)	60 sessions of 1 hour (40%)
Assessment	60 hours (40%)
Total	150 hours

Private study description

No private study requirements defined for this module.

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 A4

	Weighting	Study time	Eligible for self-certification
Post Module Assignment	80%	48 hours	Yes (extension)
A business report detailing a digital marketing strategy			
Content Creation	20%	12 hours	No
As part of a group, create content as part of a Digital Marketing Strategy			

Assessment group R3

	Weighting	Study time	Eligible for self-certification
Post Module Assignment	100%		Yes (extension)
A business report detailing a digital marketing campaign			

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 Core for:

- Year 1 of TWMS-H1S6 Postgraduate Taught Innovation and Entrepreneurship (Full-time)

This module is Core optional for:

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