

WM9A3-15 Digital Marketing Campaigns

23/24

Department

WMG

Level

Taught Postgraduate Level

Module leader

Nataliia Zaboeva

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

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

Study

Study time

Type	Required
Lectures	15 sessions of 1 hour (10%)
Seminars	15 sessions of 1 hour (10%)
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 A2

	Weighting	Study time	Eligible for self-certification
Digital Marketing Campaign Presentation	20%	12 hours	No
Presentation of a campaign plan based on a specific brief			
Post Module Assignment	80%	48 hours	Yes (extension)

Weighting Study time Eligible for self-certification

A business-style report discussing core topics in digital marketing campaigns

Assessment group R2

	Weighting	Study time	Eligible for self-certification
Post Module Assignment	100%		Yes (extension)
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

Availability

Courses

This module is Optional for:

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