WM954-15 Digital Marketing Strategy and Management

24/25

Department
   WMG
Level
   Taught Postgraduate Level
Module leader
   Matthew Danes
Credit value
   15
Module duration
   4 weeks
Assessment
   100% coursework
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 72% of advertising spend in the UK now committed to digital marketing channels. 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

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 seminar-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 module concerns the execution of Digital Marketing campaigns. This includes branding issues (particularly in enterprise-class organisations), digital analytics, and campaign management and optimisation.

A project that will bring these aspects together in a new campaign proposal for a given case study (client).

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 digital marketing opportunities and create appropriate strategies to maximise them
- 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.
- Critically evaluate data outputs from digital marketing tools, and integrate these insights into ongoing marketing campaigns.

Subject specific skills

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

Transferable skills

Presentation skills (verbal and visual), research (academic and professional), data and metrics interpreting, critical thinking

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Study

Study time

Type	Required
Lectures	(0%)
Seminars	22 sessions of 1 hour (15%)
Practical classes	8 sessions of 1 hour (5%)
Online learning (independent)	30 sessions of 1 hour (20%)
Private study	30 hours (20%)
Assessment	60 hours (40%)
Total	150 hours

Private study description

See outline on VLE

Costs

No further costs have been identified for this module.

Assessment

You must pass all assessment components to pass the module.

Assessment group A5

	Weighting	Study time	Eligible for self-certification
Post Module Assignment	100%	60 hours	Yes (extension)
An academic report detailing a digital marketing strategy, for a specific company			

Feedback on assessment

All students work will contain feedback via the official system, plus (as usual) students may obtain further verbal feedback from either their marker/ module owner/ tutor

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Availability

There is currently no information about the courses for which this module is core or optional.