WM9A3-15 Digital Marketing Campaigns

24/25

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
- Risk Mitigation
- Timelines and milestones

1. Customer requirements

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

1. Designing a digital marketing campaign

- Digital Marketing Communication Theory
- Message and Media
- Digital Marketing Channels
- Metrics and KPIs

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

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, negotiation skills,

persuasion skills, communication of visual data,

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 must pass all assessment components to pass the module.

Assessment group A3

	Weighting	Study time	Eligible for self-certification
Digital Marketing Campaign Presentation	50%	30 hours	No
Presentation of a campaign plan based on a specific brief			
DMC Critical Review	50%	30 hours	Yes (extension)
Critical review of current literature RE Digital Marketing Campaigns, Digital Communications and Advertising.			

Assessment group R3

	Weighting	Study time	Eligible for self-certification
DMC Critical Review	50%		Yes (extension)
Critical review of current literature RE Digital Marketing Campaigns, Digital Communications and Advertising, for alternative topic/ company			
Digital Marketing Campaign Report	50%		Yes (extension)
Report of a campaign plan based on a specific brief (different to original)			

Feedback on assessment

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

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Availability

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