

IB3MU-15 Digital Marketing and Applied AI

25/26

Department

Warwick Business School

Level

Undergraduate Level 3

Module leader

Mahrokh Roknifard

Credit value

15

Module duration

10 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This is an elective module available for WBS and non-WBS students. To find detailed availability and to apply for this module, log in to my.wbs.ac.uk using your normal IT login details and apply via the my.wbs module application system. Once you've secured a place on my.wbs you should apply via your home department's usual process, which usually takes place via eVision. Note that you do not require the module leader's permission to study a WBS module, so please do not contact them to request it.

Over 10 weeks, this module develops the knowledge and skills needed to create effective digital marketing strategies. Content is divided into three sections: fundamentals (week 1), strategy development (weeks 2–3), and implementation (weeks 4–7, 9). AI's role and impact will be integrated throughout. Students will explore key technologies shaping modern marketing, with a strong focus on AI.

Students will engage in practical exercises, case studies, and projects to reinforce theory and build expertise. By the end, they will be equipped to design digital marketing strategies and apply AI effectively.

Aligned with the C.O.R.E. framework, this module fosters curiosity, openness, restlessness, and

excellence. Students will conduct research on topics like AI-driven personalization, brainstorm emerging tech applications, and analyze diverse global case studies. Critical discussions will cover digital ethics, data privacy, and AI biases.

They will assess real-world examples, such as AI in Tesla and Netflix marketing, and develop strategic improvements. Reflective exercises will enhance digital marketing competencies. Excellence is prioritized through cutting-edge AI content, guest speakers, simulations, and data analysis labs. High standards for projects will push students to create outstanding AI-driven marketing strategies.

[Module web page](#)

Module aims

The principle aims of this module include:

- To introduce students to the complexity of the digital marketing landscape and the role and purpose of the range of tools and techniques employed.
- To support students in the acquisition of skills needed to appraise business contexts and select the appropriate digital tools and techniques in order to construct appropriate strategic responses.
- To support employability by providing hands-on experience in deploying digital marketing and AI-driven tools for campaign management, content optimization, and customer interaction.

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 Foundations of Digital Marketing

- The Digital Transformation of Marketing (Practical Applications of Digital Marketing)
- Understanding Digital and Multi-Channel Marketing (Exploring Paid, Owned, and Earned Media)
- The Role of AI in Digital Marketing

2 Crafting a Digital Marketing Strategy

- Conducting a Situation Analysis
- Formulating a Digital Marketing Strategy
- Implementing the Strategy

3 Building Customer Relationships

- E-CRM and Social CRM
- Integrating AI into CRM Systems
- Managing the Customer Lifecycle
- Automating Customer Support with AI-Driven Tools

4 Enhancing the Online Customer Experience

- Planning Website Design and Redesign

- Initiating Website Projects
- Utilizing AI Tools in Website Design
- Defining Site or App Requirements

5 Modern Communication in Digital Marketing

- Smart Search Engine Marketing
- Interactive Advertising with AI (VR, AR, & MX)
- Social Media and Viral Marketing
 - Optimizing Campaigns with Automated Advertising Platforms
 - Personalized Product Recommendations

6 Assessing Digital Channel Performance

- Managing Performance Metrics
- AI in Customer Experience and Content Management
- AI-Driven Content Creation and Curation
- Accountability for Customer Experience and Site Management

7 Innovation in Advertising

- Developing Creative Concepts (Copy, Storyboards, and Scripts)
- Structuring the Creative Development Process
- Using AI to Analyze Audience Data and Tailor Narratives

8 Navigating Ethical and Legal Considerations

- Preparing for the Future of AI in Marketing

Learning outcomes

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

- Articulate the range of digital tools used within the contemporary marketing environment.
- Recognise the relative strength, application and value of the various digital tools employed within the marketing context.
- Identify the correct methods of evaluation of relative success in the application of digital tools and techniques.
- Analyse a given scenario and identify key strategic priorities.
- Appraise a range of digital tools and techniques, selecting the most appropriate given a set of marketing objectives.
- Reflect critically upon the causes of relative success and failure of a given strategy or campaign.

Indicative reading list

[Reading lists can be found in Talis](#)

International

This module will consider the challenges posed by the omnichannel context in international and

global marketing activity.

Subject specific skills

Demonstrate an awareness of the practical issues involved in managing an omnichannel digital strategy.

Design a digital strategy solution in response to an identified problem.

Work within a team to achieve a given strategic outcome.

Persuasively communicate proposed digital strategy verbally and in writing.

Transferable skills

Develop written and verbal communication skills by articulating digital marketing strategies, presenting AI-driven solutions, and engaging in critical discussions on ethics and data privacy.

Enhance group work skills by collaborating on research projects, case study analyses, and AI-driven marketing strategy development.

Apply critical thinking by evaluating real-world digital marketing applications, assessing AI's impact, and formulating strategic improvements.

Demonstrate creative problem-solving by brainstorming innovative uses of AI, machine learning, and emerging technologies to enhance digital marketing effectiveness.

Study

Study time

Type	Required
Lectures	10 sessions of 1 hour (7%)
Seminars	9 sessions of 1 hour (6%)
Online learning (independent)	10 sessions of 1 hour (7%)
Private study	48 hours (32%)
Assessment	73 hours (49%)
Total	150 hours

Private study description

Directed reading; seminar preparation, private study.

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 A

	Weighting	Study time	Eligible for self-certification
Assessment component			
Individual Assignment	80%	58 hours	Yes (extension)

Reassessment component is the same

Assessment component

Group presentation	20%	15 hours	No
Group presentation + 1000 word report			

Reassessment component

Individual Assignment			Yes (extension)
-----------------------	--	--	-----------------

Feedback on assessment

Feedback will be provided via my.wbs.

Availability

Pre-requisites

To take this module, you must have passed:

- Any of
 - [IB148-15 Principles of Marketing](#)
 - [IB152-15 Foundations of Marketing](#)
 - [IB2D6-15 Marketing in Practice](#)

Courses

This module is Optional for:

- Year 4 of UECA-L1N3 BSc Economics and Management with Placement Year
- UIBA-N20B BSc in Management
 - Year 3 of N20B Management
 - Year 3 of N20B Management
 - Year 3 of N23K Management with Accounting
 - Year 3 of N234 Management with Digital Business
 - Year 3 of N235 Management with Entrepreneurship
 - Year 3 of N232 Management with Finance
 - Year 3 of N252 Management with Marketing
 - Year 3 of N23L Management with Strategy and Organisation
- Year 3 of UCSA-I1N1 Undergraduate Computer Science with Business Studies
- Year 4 of UCSA-I1NA Undergraduate Computer Science with Business Studies (with Intercalated Year)
- Year 1 of UIOA-EEU Undergraduate EU Exchange
- Year 3 of UECA-L1N2 Undergraduate Economics and Management
- Year 4 of UGEA-RN21 Undergraduate German and Business Studies
- UIBA-N20F Undergraduate International Management
 - Year 4 of N20F International Management
 - Year 4 of N20F International Management
 - Year 4 of N20S International Management (with Accounting)
 - Year 4 of N20T International Management (with Chinese)
 - Year 4 of N20P International Management (with Entrepreneurship)
 - Year 4 of N20M International Management (with Finance)
 - Year 4 of N20U International Management (with French)
 - Year 4 of N20L International Management (with Marketing)
 - Year 4 of N20V International Management (with Spanish)
 - Year 4 of N20W International Management (with Strategy and Organisation)
 - Year 4 of N20N International Management with Digital Business
 - Year 4 of N20E Management (with Foundation Year)
 - Year 4 of N234 Management with Digital Business
- UIBA-N220 Undergraduate International Management (with Foundation Year)
 - Year 5 of N220 International Management (with Foundation Year)
 - Year 5 of N221 International Management with Accounting (with Foundation Year)
 - Year 5 of N226 International Management with Chinese (with Foundation Year)
 - Year 5 of N223 International Management with Digital Business (with Foundation Year)
 - Year 5 of N224 International Management with Entrepreneurship (with Foundation Year)
 - Year 5 of N222 International Management with Finance (with Foundation Year)
 - Year 5 of N227 International Management with French (with Foundation Year)
 - Year 5 of N225 International Management with Marketing (with Foundation Year)
 - Year 5 of N228 International Management with Spanish (with Foundation Year)
 - Year 5 of N229 International Management with Strategy and Organisation (with

Foundation Year)

- UIBA-N20J Undergraduate Management (with Foundation Year and Placement Year/Undergraduate Partnership Programme)
 - Year 5 of N20J Management (Foundation Year and Placement)
 - Year 5 of N20K Management (Foundation Year and UPP)
 - Year 5 of N23H Management with Digital Business (with Foundation Year and Placement Year)
 - Year 5 of N23J Management with Entrepreneurship (with Foundation Year and Placement Year)
 - Year 5 of N23G Management with Finance (with Foundation Year and Placement Year)
 - Year 5 of N255 Management with Marketing (with Foundation Year and Placement Year)
- UIBA-N20E Undergraduate Management (with Foundation Year)
 - Year 4 of N20E Management (with Foundation Year)
 - Year 4 of N23N Management with Accounting (with Foundation Year and Placement Year)
 - Year 4 of N23M Management with Accounting (with Foundation Year)
 - Year 4 of N23E Management with Digital Business (with Foundation Year)
 - Year 4 of N23F Management with Entrepreneurship (with Foundation Year)
 - Year 4 of N23D Management with Finance (with Foundation Year)
 - Year 4 of N252 Management with Marketing
 - Year 4 of N254 Management with Marketing (with Foundation Year)
 - Year 4 of N23P Management with Strategy and Organisation (with Foundation Year)
- UIBA-N20C Undergraduate Management (with Placement Year/Undergraduate Partnership Programme)
 - Year 4 of N20M International Management (with Finance)
 - Year 4 of N20B Management
 - Year 4 of N20D Management (Undergraduate Partnership Programme)
 - Year 4 of N20C Management (with Placement Year)
 - Year 4 of N20Q Management with Accounting (with Placement Year)
 - Year 4 of N236 Management with Digital Business (with Placement Year)
 - Year 4 of N237 Management with Entrepreneurship (with Placement Year)
 - Year 4 of N232 Management with Finance
 - Year 4 of N233 Management with Finance (with Placement Year)
 - Year 4 of N253 Management with Marketing (with Placement Year)
 - Year 4 of N23L Management with Strategy and Organisation
 - Year 4 of N20R Management with Strategy and Organisation (with Placement Year)
- Year 3 of UMAA-G1NC Undergraduate Mathematics and Business Studies
- Year 4 of UMAA-G1N2 Undergraduate Mathematics and Business Studies (with Intercalated Year)
- UIOA-EOS Undergraduate Overseas Exchange
 - Year 1 of UEOS Undergraduate Overseas Exchange
 - Year 1 of UEOS Undergraduate Overseas Exchange
- Year 4 of UPXA-F3ND Undergraduate Physics and Business Studies (with Intercalated Year)

- Year 1 of UIOA-EUS Undergraduate USA Exchange