IB3MU-15 Digital Marketing and Applied AI

26/27

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 Group presentation + 1000 word report	20%	15 hours	No
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

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