# IB961-15 Digital Marketing Technology and Management

## 26/27

**Department**
Warwick Business School
**Level**
Taught Postgraduate Level
**Module leader**
Mojtaba Poorrezaei
**Credit value**
15
**Module duration**
2 weeks
**Assessment**
100% coursework
**Study location**
University of Warwick main campus, Coventry

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## Description

## Introductory description

This module aims to provide an overview about how today’s firms use digital marketing technologies to achieve their business objectives.

## Module aims

This module aims to provide an overview about how today’s firms use digital marketing technologies to achieve their business objectives. Students will acquire theoretical and practical subject knowledge and understanding, cognitive and methodological skills (e. g., written assignment, critical reflections, discussions in seminars, hands-on exercises) and social/soft skills (e.g., leadership and team work).

## 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.

Session 1: Introduction to Digital Marketing

Students are briefly introduced to some basic concepts of marketing that are relevant in the context of digital marketing and technology management.
Session 2: Website Design
We address e-commerce and aspects that are important when building a website or an online shop, such as different website features that help to build digital trust. Students will develop their own website to apply the following topics.
Session 3: UI/UX
We work on designing intuitive user interfaces (UI) and optimising user experiences (UX) by applying industry best practices and principles
Session 4: Digital Marketing Analytics
We discuss the understanding digital marketing analytics which is crucial for businesses to make data-driven decisions, optimise campaigns, and maximize ROI in the ever-evolving digital landscape. Students will link their own website to Google Analytics.
Session 5: Social Media Marketing
We reflect on how managers can effectively manage activities on social media to achieve their business objectives.
Session 6: AI and Content Marketing
We will discuss the application of artificial intelligence (AI) techniques to enhance content marketing strategies, leveraging data-driven insights to create more targeted and engaging content.
Session 7: Search Engine Optimisation
Students will learn the skills to implement effective SEO strategies, including keyword research, on-page optimization, and link building, to improve website visibility and ranking on search engine results pages
Session 8: Digital Marketing Planning
We will discuss how to develop comprehensive digital marketing plans, integrating various channels and tactics to achieve specific business objectives and maximize return on investment (ROI)
Session 9/10: Group Presentations
Students present their team work in front of the other module participants. More information about how to write a good essay will be provided.

## Learning outcomes

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

- Demonstrate a comprehensive knowledge about how today’s firms use digital marketing technologies to achieve their business objectives.
- Demonstrate advanced knowledge and understanding of complex issues, global trends, markets and strategies in the management of digital marketing.
- Demonstrate advanced understanding of theoretical and empirical approaches when solving complex problems

## Indicative reading list

Reading lists can be found in Talis

## Research element

Apply appropriate theories, concepts and research to the identification, formulation and solution of digital marketing problems.

## Subject specific skills

Demonstrate comprehensive leadership skills in implementing a digital marketing project
Apply appropriate theories, concepts and research to the identification, formulation and solution of digital marketing problems.
Apply and critically evaluate concepts, theories and methodologies in contemporary digital marketing practices and their management

## Transferable skills

Written and oral communication skills/academic writing
Problem solving.

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## Study

## Study time

| Type | Required |
| --- | --- |
| Lectures | 10 sessions of 1 hour (7%) |
| Practical classes | (0%) |
| Online learning (scheduled sessions) | (0%) |
| Other activity | 20 hours (13%) |
| Private study | 48 hours (32%) |
| Assessment | 72 hours (48%) |
| Total | 150 hours |

## Private study description

Private Study to include pre-reading for lectures

### Other activity description

10 x 2 hrs workshops

## Costs

No further costs have been identified for this module.

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## Assessment

You do not need to pass all assessment components to pass the module.

### Assessment group A7

| | Weighting | Study time | Eligible for self-certification |
|---|---|---|---|
| **Assessment component** | | | |
| Individual Assignment (15 CATS) | 70% | 50 hours | Yes (extension) |
| **Reassessment component is the same** | | | |
| **Assessment component** | | | |
| Group Presentation | 30% | 22 hours | No |
| Presentation of group term project in class (15mins/15 slides - total of 1500 words) | | | |
| **Reassessment component** | | | |
| Reassessment Individual Assignment | | | Yes (extension) |

### Feedback on assessment

Written feedback will be provided to the students for both assessments, the group project as well as the individual assignment in form of an essay.

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## Availability

## Courses

This module is Optional for:

- Year 1 of TIBS-N500 MSc in Marketing and Strategy
- Year 1 of TIBS-N1N3 Postgraduate Taught Business Analytics
- Year 1 of TIBS-N1F5 Postgraduate Taught Business and Finance
- Year 1 of TIBS-N1F2 Postgraduate Taught Business with Consulting

- Year 1 of TIBS-N1QG Postgraduate Taught Business with Operations Management
- Year 1 of TIBS-N1F4 Postgraduate Taught International Business (MINT)
- TIBS-N2N3 Postgraduate Taught Management
    - Year 1 of N2N3 Management
    - Year 1 of N2N4 Management (Elite Sports Management)