

WM9A3-15 Digital Marketing Campaigns

27/28

Department

WMG

Level

Taught Postgraduate Level

Module leader

Nataliia Zaboeva

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

Running successful digital marketing campaigns enables businesses to effectively reach and expand their target audience, build brand awareness, boost customer engagement and maximise competitive advantage. Businesses of different sizes seek expertise and support of marketing agencies and consultants in development and implementation of campaigns. This module addresses the planning and creation of various types of digital marketing campaigns from initial client briefs through to detailed campaign plans.

Module aims

The module emulates a full campaign lifecycle from the marketing agency perspective and equips students with the essential skills and knowledge to develop, manage, analyse and optimise effective digital marketing campaigns. The curriculum culminates in a keystone project that enables participants to practically apply the knowledge of marketing communications, channels, budgets and metrics in a real-world simulation with a client. By gaining practical experience and insights into the latest industry trends, the learners will be well-prepared to design and execute impactful campaigns that drive business growth and engagement.

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.

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Digital marketing campaigns

- Theories of communication
- Message and Media
- Marketing communications mix
- Media buying
- Marketing budgets
- Ethical, social and sustainability issues in marketing

Marketing agency work

- Marketing consultancy
- Customer requirements elicitation
- Tender participation

Project management

- Project planning
- Risk Mitigation
- Timelines and milestones

Learning outcomes

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

- Critically appraise the digital marketing campaigns and communications concepts
- Interpret and evaluate complex organisational requirements
- Critically assess the suitability of advanced digital marketing solutions to specific use cases and propose their implementation in the forms of marketing campaigns
- Demonstrate a sound conceptual understanding of the forefront of consultancy practice and its application in real-world scenarios

Indicative reading list

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

[Specific reading list for the module](#)

International

Examples and case studies examined and discussed in the classroom and during online

independent learning will relate to a variety of international companies operating on a global market.

Subject specific skills

Digital marketing campaigns, project management and planning, media buying, working with marketing budgets, participating in marketing tenders

Transferable skills

Consultancy skills, project management, teamwork, communication skills, negotiation skills, persuasion skills, communication of visualised data

Study

Study time

Type	Required
Lectures	15 sessions of 1 hour (10%)
Seminars	15 sessions of 1 hour (10%)
Online learning (independent)	30 sessions of 1 hour (20%)
Private study	30 hours (20%)
Assessment	60 hours (40%)
Total	150 hours

Private study description

The tasks and activities as well as additional reading for independent learning and private study will be provided on Moodle .

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
Assessment component			
Digital Marketing Campaign Presentation	40%	24 hours	No
Presentation of a campaign plan based on a specific brief			

Reassessment component

Digital Marketing Campaign Report			No
Based on a client brief (different from the original) the report will present a digital marketing campaign.			

Assessment component

DMC Critical Review	60%	36 hours	Yes (extension)
Critical review of the current academic literature justifying the propositions for the digital marketing campaign based on a specific brief			

Reassessment component

DMC Critical Review			No
Critical review of the current academic literature justifying the propositions for the digital marketing campaign based on a different brief			

Feedback on assessment

Written feedback for both assessments. Verbal feedback will be provided for the classroom activities during the module.

Availability

Courses

This module is Optional for:

- Year 1 of TWMS-H1S4 Postgraduate Taught e-Business Management (Full-time)