

WM9SH-15 Digital Marketing Strategy in the AI Age

27/28

Department

WMG

Level

Taught Postgraduate Level

Module leader

Liping Zheng

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

In today's economy, digital marketing is no longer an "add-on" to traditional approaches, with 82.6% of media ads spend in the UK now committed to digital marketing channels (eMarketer, 2024). However, the rapid advancement of artificial intelligence technologies is fundamentally reshaping these digital marketing practices and consumer engagement strategies across all industries. AI is not only a technological tool, but a cornerstone of contemporary marketing strategies.

This convergence of digital marketing dominance and AI transformation means that traditional digital marketing approaches require significant evolution to remain effective in an increasingly competitive and technology-driven marketplace.

Modern marketers must understand how AI technologies are transforming established marketing frameworks whilst maintaining the strategic foundations of customer-centric marketing. This creates both unprecedented opportunities for enhanced customer engagement and complex challenges in navigating ethical AI implementation, and the balance between automation and human creativity in marketing practice.

Module aims

This module specifically focuses on the strategic evolution of marketing practice in response to AI advancement, ensuring graduates can effectively combine traditional marketing principles with contemporary AI tools and methodologies to drive measurable business outcomes in the digital age.

Participants will gain hands-on experience working with contemporary AI-powered marketing technologies and techniques, alongside the strategic frameworks needed to implement them successfully whilst maintaining ethical standards and customer-centric approaches.

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 Fundamentals in the AI Age
 - Evolution of digital marketing: traditional to AI-enhanced approaches
 - AI's impact on consumer behaviour and marketing practices
 - Case studies of AI transformation in marketing
2. Strategic Management of AI-Enhanced Digital Marketing
 - Strategic frameworks for digital marketing in the AI era
 - Balancing automation with human creativity
 - AI-informed campaign planning and management
3. AI-Enhanced Customer Analysis and Segmentation
 - Modern segmentation techniques and AI tools
 - Privacy and ethical considerations in AI-driven analysis
4. Digital Marketing Channels and AI Applications
 - AI in search engine marketing and SEO optimisation
 - Social media marketing with AI-powered targeting and content
 - Email marketing automation and AI personalisation
 - Content marketing: AI-assisted creation and optimisation

Learning outcomes

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

- Utilise modern segmentation techniques and AI tools to identify and target valuable customer segments for organisational digital marketing strategy
- Critically evaluate an organisation's current digital marketing strategy and assess its readiness for AI integration and emerging technology adoption
- Synthesise comprehensive and justified AI-informed digital marketing strategies that integrate contemporary best practices
- Critically evaluate operational and ethical risks associated with AI integration in digital

marketing strategy

- Collaboratively evaluate digital marketing insights and integrate findings into AI-informed strategic recommendations

Indicative reading list

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

Interdisciplinary

Exploring the impacts and applications of industry-trending technology in digital marketing areas

International

Topics are of high international demand

Subject specific skills

Digital Literacy (Data Skills, Information Evaluation, Social Media Content Creation and Management, SEO, Data Visualisation) Critical thinking (Identifying, interpreting, contextualising, synthesising). Organisational Awareness (Organisational Research, Achieving Organisational Goals, Networking, Commercial Awareness, External Stakeholder Awareness) Self-Awareness (Learning Adaptability) Professionalism (Responsive to Change, Operating Autonomously, Project Management, Attention to Detail, Creative Thinking)

Transferable skills

Communication (creating discourse, adapting output to audience, creative writing, nonverbal communication skills). Information Literacy (Understanding information outside of academia, valuing and using information need, Searching for Information, Selecting Information) Problem Solving (Problem Design, Creative Problem Solving, Logical Processing/ Reasoning, Learning from Failure) Sustainability (Resilience, Future Thinking, Contextualising, Analysing)

Study

Study time

Type	Required
Lectures	20 sessions of 1 hour (13%)
Seminars	10 sessions of 1 hour (7%)
Online learning (independent)	30 sessions of 1 hour (20%)
Total	150 hours

Type	Required
Private study	30 hours (20%)
Assessment	60 hours (40%)
Total	150 hours

Private study description

Private study will include preparing for lectures and seminars, reviewing lecture notes, and engaging with required readings and multimedia resources.

Costs

No further costs have been identified for this module.

Assessment

You must pass all assessment components to pass the module.

Assessment group A

	Weighting	Study time	Eligible for self-certification
Assessment component			
Digital Marketing Simulation	30%	18 hours	No
Provide targeted and AI-enhanced digital marketing strategies and planning in a given case scenario with applications of practical tools. Peer Marking Process will be adopted in this assessment			

Reassessment component

Digital Marketing Strategy	No
You are a marketing consultant joining a digital marketing team mid-project. Analyse the provided case scenario and present how you would collaborate with a team to evaluate this data and integrate insights into a digital marketing strategy.	

Assessment component

Digital Marketing Strategy in	70%	42 hours	Yes (extension)
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	Weighting	Study time	Eligible for self-certification
the AI Age			
A business report detailing an AI-informed digital marketing strategy			

Reassessment component

Digital Marketing Strategy in the AI Age	No
A business report detailing an AI-informed digital marketing strategy	

Feedback on assessment

Verbal feedback will be provided for the group assessment. Written feedback will be provided for the individual assignment.

Availability

Courses

This module is Core optional for:

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