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MODULE DESCRIPTOR			
Module Title			
Digital Marketing Strategy			
Reference	BSM729	Version	4
Created	April 2018	SCQF Level	SCQF 11
Approved	June 2018	SCQF Points	30
Amended	June 2018	ECTS Points	15

Aims of Module

To enable students to critically appraise digital marketing strategy and planning in order to assess, develop and implement appropriate digital marketing strategies in a variety of scenarios.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

1	Distinguish and evaluate the drivers, behaviours and models within the digital marketing literature.
2	Analyse and critically appraise digital marketing concepts and propositions in the context of the digital media landscape.
3	Conceive, evaluate and apply digital marketing strategies and tactics to business scenarios, reflecting on implementation issues.

Indicative Module Content

Assessing digital marketing systems in the context of traditional marketing and wider business functions, evaluating its relevance in terms of both the internal and external environments. Digital marketing communications including Search Engine Optimisation, Content and Social Media Marketing, Email Marketing, Digital Campaigns and Advertising, Web Analytics and Measurement, Electronic Customer Relationship Management (ECRM); Online Consumer Behaviour; B2B and B2C networks, Business Metrics; ROI optimisation.

Module Delivery

This module comprises a combination of online and classroom presentations, materials and activities in a range of interactive formats. Students are expected to prepare for and contribute to each activity.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	72	72
Non-Contact Hours	228	228
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	300	300
Actual Placement hours for professional, statutory or regulatory body		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3
Description:	Individual Portfolio Assessment				

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The module is assessed by one component: C1 - Coursework - 100% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
A	70% or above
B	60% - 69%
C	50% - 59%
D	40% - 49%
E	35% - 39%
F	0% - 34%
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

1 ASWANI, R., KAR, A.K., ILAVARASAN, P.V., and Dwivedi, Y.K., 2018. *Search engine marketing is not all gold: Insights from Twitter and SEOClerks.* International Journal of Information Management, 38 (1), 107?116.

2 BRUCE, N.I., MURTHI, B.P.S., AND RAO, R.C., 2017. *A Dynamic Model for Digital Advertising: The Effects of Creative Format, Message Content, and Targeting on Engagement.* Journal of Marketing Research, 54 (2), 202-218.

3 CHAFFEY, D. and SMITH, P., 2017. *Digital marketing excellence.* New York: Routledge.

4 FOX, A.K., AND ROYNE, M.B., 2018. *Private information in a social world: Assessing consumers? fear and understanding of social media privacy.* Journal of Marketing Theory and Practice, 26 (1-2), 72-89.

5 J?RVINEN, J., AND TAIMINEN, H., 2016. *Harnessing marketing automation for B2B content marketing.* Industrial Marketing Management, 54, 164-175.

6 JUSKA, J.M., 2017. *Integrated marketing communication: advertising and promotion in a digital world.* New York: Routledge. *Ebook.*

7 SPONDER, M., and KHAN, G. F., 2018. *Digital Analytics for Marketing*. New York: Routledge.

8 WANG, Z. AND KIM, H.G., 2017. *Can Social Media Marketing Improve Customer Relationship Capabilities and Firm Performance? Dynamic Capability Perspective.* Journal of Interactive Marketing (39), 15-26.