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## MODULE DESCRIPTOR

### Module Title

Digital Campaign Planning			
Reference	CB3004	Version	1
Created	June 2023	SCQF Level	SCQF 9
Approved	October 2018	SCQF Points	15
Amended	August 2020	ECTS Points	7.5

### Aims of Module

To evaluate the role of digital marketing within an organisation's business strategy.

### Learning Outcomes for Module

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

- 1 Examine the nature and scope of both macro and micro business environments.
- 2 Analyse the strategic options available to contemporary businesses.
- 3 Recognise and resolve problems encountered in developing strategy for digital marketers.
- 4 Synthesise the issues and factors associated with achieving competitive advantage using digital technology.
- 5 Apply the key concepts as a predictive tool to aid the establishment of sustainable strategy.

### Indicative Module Content

Overview of the macro and micro business environments; current climate and issues in digital marketing; managing technological change; environmental scanning; mission, vision and business objectives; strategy options and decision making; creating competitive advantage and adding value using digital technology; legal and ethical issues; evaluation and choice of strategy, linked to stakeholder satisfaction; critical success factors; measurement; methods of strategic development and implementation; future trends.

### Module Delivery

The module is delivered by lectures, case study tutorials and directed self-study. Key concepts are reinforced through directed reading, student centred learning and independent research.

### Indicative Student Workload

	Full Time	Part Time
Contact Hours	33	N/A
Non-Contact Hours	117	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

**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, 4, 5  
 Description: Group Presentation

**MODULE PERFORMANCE DESCRIPTOR****Explanatory Text**

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum of grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
<b>A</b>	The student needs to achieve an A in C1.
<b>B</b>	The student needs to achieve a B in C1.
<b>C</b>	The student needs to achieve a C in C1.
<b>D</b>	The student needs to achieve a D in C1.
<b>E</b>	The student needs to achieve an E in C1.
<b>F</b>	The student needs to achieve an F in C1.
<b>NS</b>	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 LYNCH, R., (2021). *Strategic Management*. 9th edition, Pearson.
- 2 HITT, M., DUANE IRELAND, R. & HOSKISSON, R. (2015). *Strategic Management: Competitiveness and Globalization Concepts*. 11th edition, Cengage Learning.
- 3 CHAFFEY, D., & ELLIS-CHADWICK, F., (2022). *Digital Marketing: Strategy, Implementation and Practice*. 8th edition, Pearson.
- 4 Journals: Strategic Management Journal Journal of Strategy and Management International Journal of Strategic Management Journal of Digital Asset Management Journal of Digital Media Management Journal of Digital Information Management