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
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, 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:
A	The student needs to achieve an A in C1.
B	The student needs to achieve a B in C1.
C	The student needs to achieve a C in C1.
D	The student needs to achieve a D in C1.
E	The student needs to achieve an E in C1.
F	The student needs to achieve an F in C1.
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 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