

MODULE DESCRIPTOR

Module Title

Digital Marketing Strategy

| | | | |
|-----------|--------------|-------------|---------|
| Reference | CBM729 | Version | 1 |
| Created | January 2020 | 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 |
| <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 |
| Description: | Individual Portfolio Assessment | | | | |

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum 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 CHAFFEY, D. and ELLIS-CHADWICK, F., 2019. *Digital Marketing: Strategy, Implementation and Practice*. 7th ed. Harlow: Pearson Education Limited.
- 2 CHAFFEY, D. and SMITH, P.R., 2017. *Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing*. 5th ed. Abington, Oxon: Taylor & Francis.
- 3 CHARLESWORTH, A., 2018. *Digital Marketing: A Practical Approach*. 3rd ed. Abingdon, Oxon: Routledge.
- 4 DODSON, I., 2016. *The Art of Digital Marketing: The definitive guide to creating strategic, targeted and measurable online campaigns*. New Jersey: Wiley & Sons Inc.
- 5 FILL, C. and TURNBULL, S., 2016. *Marketing Communications: Discovery, Creation and Conversations*. 7th ed. Harlow: Pearson Education Limited.
- 6 KINGSNORTH, S., 2019. *Digital Marketing Strategy: an integrated approach to online marketing*. 2nd ed. London: Kogan Page Limited.
- 7 SPONDER, M., and KHAN, G. F., 2018. *Digital Analytics for Marketing*. New York: Routledge.
- 8 RYAN, D., 2016. *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*. 4th ed. London: Kogan Page Limited.