

Module Details	
Module Title	Digital Marketing, Campaign Planning and Analytics
Module Code	MAR7511-B
Academic Year	2021/2
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 7

Contact Hours	
Type	Hours
Lectures	24
Tutorials	12
Directed Study	164

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 2
BDB	University of Bradford / Semester 2

Module Aims
<p>For many organisations digital marketing has evolved from a set of tactical actions into a significant element of strategic campaign planning. This module will provide you with an in-depth consideration of digital marketing capabilities that can be embedded within strategic marketing planning. In addition, it also encourages students to be able to evaluate the various digital marketing channels available to organisations, as well as formulate a digital campaign.</p>

Outline Syllabus
<ul style="list-style-type: none"> * Digital Marketing Fundamentals * Online Marketplace Analysis: The Digital Micro-environment * Online Marketplace Analysis: The Digital Macro-environment * Digital marketing strategy * Evaluation and improvement of digital channel performance * Campaign Planning * Marketing Communications for Digital Media * Digital media and the marketing mix

Learning Outcomes	
Outcome Number	Description
01	1a) Understand the strategic implications of the disruptive digital environment. 1b) Develop strategic recommendations in response to the need to acquire, convert and retain customers. 1c) Describe and understand the core concepts of digital marketing campaign and content management.
02	2a) Identify, describe, and evaluate web-based key performance indicators in the context of digital marketing campaign. 2b) Demonstrate awareness of successful implementation of digital marketing campaigns.
03	3a) Critically assess organisations' use of digital campaigns. 3b) Generate digital marketing strategies in practice for an organisation. 3c) Understand the strategic trade-offs involved in setting digital marketing campaigns.

Learning, Teaching and Assessment Strategy
<p>The delivery of the module will be through lectures, seminars, and self-directed learning. This approach will combine lectures, tutorials, and self-directed learning. Knowledge is disseminated in lectures with tutorial support, in the form of case study, debate and tutor-led interactive sessions to discuss the development of individual projects. Formative verbal feedback is provided in tutorial sessions. Lectures and assigned readings are used to disseminate materials exploring theory, concepts and techniques to develop Digital Marketing strategy and campaigns. Meanwhile, guest lecturers from industry will share their professional experience and knowledge. The module addresses sustainable development through content on ethics and corporate social responsibility.</p> <p>In tutorials you will work in groups, analyse digital marketing case studies preparing and presenting solutions to marketing communication challenges of organisations in the digital age. All Learning Outcomes are supported by lectures, tutorial, and associated reading.</p> <p>LOs 1, 2, and 3 are summatively assessed by an individual assignment based on designing and planning an integrated digital marketing campaign.</p> <p>LO 3 is formatively assessed within tutorial activities. Oral formative feedback is given during tutorials and written summative feedback of the group assignment is provided after the assessment period.</p>

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Coursework - Written	Individual assignment based on a given scenario and an organisation of choice (3000 words)	100%
Formative	Presentation	Individual presentation on coursework plan. 10 mins	N/A

Reading List
To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.

