

Liverpool John Moores University

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Title: Digital Planning and Management
Status: Definitive
Code: **5024DBSDPM** (119195)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Dublin Business School

Team	Leader
Alistair Beere	Y

Academic Level: FHEQ5
Credit Value: 24.00
Total Delivered Hours: 77.00
Total Learning Hours: 240
Private Study: 163

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	25.000
Practical	50.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	Project		50.0	
Exam	Exam		50.0	2.00

Aims

1. To offer students a framework to develop a mock digital media campaign from 'cradle to grave'.
2. To ensure students fully appreciate the importance of the data that is being created by a campaign & how that can be used to further the marketing efforts of an organisation.
3. To understand how the costs, rewards and risks associated with interactive digital

media campaigns.

4. To empower students to critically review current management theory and practice and develop key managerial abilities and skills

5. To build awareness of the problems and challenges facing managers in the digital environment

Learning Outcomes

After completing the module the student should be able to:

- LO1 Understand the importance of planning and campaign management in digital marketing.
- LO2 Formulate a defined strategy to market a product/service via digital media.
- LO3 Understand the key metrics that indicated performance of digital marketing campaigns.
- LO4 Plan and research a digital marketing programme that has clear business objectives and accurately targets defined audiences
- LO5 Design and plan a digital media mix which adheres to owned, bought, shared and earned media that matches target audiences preferences

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Project	LO 1	LO 2	LO 3	LO 4	LO 5
Exam	LO 1	LO 2	LO 3		

Outline Syllabus

This classroom based module will offer the student both the theory and practice of planning and managing a digital marketing campaign. Planning elements including campaign scoping, deliverables, budgeting and performance reviews will be central to any digital campaign. Understanding the costs, rewards and risks associated with developing any interactive digital media campaign will be outlined also.

Digital Planning & Management

- 1. Digital Marketing and the modern organisation*
 - Importance of digital media in the marketing mix.*
 - Function of Digital media in the modern organisation.*
- 2. Formulating a digital media strategy*
 - Getting a brief from product/service owners*
 - Setting out business objectives against planned activities.*
 - Securing budget for known and unknown activities!*

3. Implementing a digital media strategy

- Engaging an agency; writing a brief & managing the pitch process.
- Managing the agency & information flow.
- Reporting on performance; internal & external.
- Managing consumer interaction with the organisation or brand.

4. Performance management

- Defining success and failure in advance.
- Analysis performance metrics (CPC, CPM, CPA)
- Controlling spend.
- Role of sharing success & learning with the digital community

Learning Activities

Classes will take place in both a lecture and demonstration format with built-in group and pair-work to aid discussion and debate.

References

Course Material	Book
Author	Chaffey, Elis-Chadwick, Mayer & Johnston
Publishing Year	2011
Title	Internet Marketing – Strategy, Implementation and Practice
Subtitle	
Edition	5th
Publisher	Prentice Hall
ISBN	

Course Material	Book
Author	Chaffey, David
Publishing Year	2008
Title	eMarketing eXcellence: Planning and optimising your digital marketing
Subtitle	
Edition	3rd
Publisher	Butterworth-Heinerman
ISBN	

Course Material	Book
Author	Perkin, Godfrey
Publishing Year	2009
Title	Digital Marketing: Strategies for Online Success
Subtitle	
Edition	1st
Publisher	New Holland

ISBN	
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Course Material	Book
Author	Kaushik, Avinash
Publishing Year	2010
Title	Web analytics 2.0
Subtitle	
Edition	1st
Publisher	Wiley Publishing
ISBN	

Course Material	Book
Author	Li and Bernoff
Publishing Year	2008
Title	Marketing in the Groundswell
Subtitle	
Edition	1st
Publisher	Harvard Business Press
ISBN	

Course Material	Book
Author	Geddes, Brad
Publishing Year	2010
Title	Advanced Google AdWords
Subtitle	
Edition	1st
Publisher	Wiley Publishing
ISBN	

Course Material	Book
Author	Eisenberg, Bryan
Publishing Year	2008
Title	Always Be Testing: The Complete Guide to Google Website Optimize
Subtitle	
Edition	1st
Publisher	Wiley Publishing
ISBN	

Course Material	Book
Author	Damian Ryan, Calvin Jones
Publishing Year	2009
Title	Understanding digital marketing; marketing strategies for engaging the digital generation
Subtitle	
Edition	1st
Publisher	Kogan Page

ISBN	
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Notes

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