Liverpool John Moores University

Title:	Digital Marketing Strategy and Planning
Status:	Definitive
Code:	**7003DMKT** (120296)
Version Start Date:	01-08-2017

Owning School/Faculty: Academic Portfolio
Teaching School/Faculty: Academic Portfolio

Team	Leader
Jan Brown	Y

Academic Level:	FHEQ7	**Credit Value:**	20	**Total Delivered Hours:**	38
Total Learning Hours:	200	**Private Study:**	162		

Delivery Options
Course typically offered: Semester 2

Component	Contact Hours
Practical	20
Seminar	18

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	Portfolio		100	

Aims

1. To understand the range of marketing strategy and planning models available to digitial marketers.
2. To apply relevant marketing strategy and planning models to a specific case study.

Learning Outcomes

After completing the module the student should be able to:

1   Critically analyse a range of up-to-date marketing strategy theories and models.
2   Critically analyse a range of marketing planning models.
3   Evaluate and select relevant marketing strategy and planning theories and models for specific case studies.
4   Apply, critically appraise and provide recommendations for specific case studies based on relevant academic theory.

Learning Outcomes of Assessments

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

Portfolio   1   2   3   4

Outline Syllabus

Marketing strategy - philosophy and timescales
Marketing strategy models
Marketing strategy and digital marketing
Digital campaign planning - philosophy and timescales
Digital campaign objective setting
Digital campaign targeting strategy
Digital campaign creative offer and message including online digital display advertising & social media, online PR & content marketing
Digital campaign timing and integration issues
Media planning and selection
Other key campaign issues
Digital campaign budgeting and lifetime value modeling

Learning Activities

Students will gain feedback on their developing skills by using a series of formative assessments throughout the module. These formative assessments will include short case studies, group activities, critical debates and short answer questions. The feedback gained from these formative assessment will enable students to develop their summative assessment during the module.

Notes

The module uses a student centred learning approach in which leading edge marketing strategy and planning theory is applied to a range of digital settings. Throughout the module students will be given a series of tasks which investigate a wide range of current real life digital campaigns. These case studies will then be critically analsysed and appraised use leading edge academic theory and recommendations given for future digital planning and strategies. The summative

assessment for the module requires students to propose a digital marketing campaign for a current or proposed product, service and/or experience.