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Title: Digital Marketing Campaign Management
Status: Definitive
Code: **7004DMKT** (120297)
Version Start Date: 01-08-2017

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

| Team | Leader |
|----------------|--------|
| Joseph McGrath | Y |
| Jan Brown | |
| Andrew Doyle | |
| Keith Thompson | |
| Francis Muir | |

Academic Level: FHEQ7 **Credit Value:** 20 **Total Delivered Hours:** 24
Total Learning Hours: 200 **Private Study:** 176

Delivery Options

Course typically offered: Standard Year Long

| Component | Contact Hours |
|-----------|---------------|
| Lecture | 24 |

Grading Basis: 40 %

Assessment Details

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|------------|-------------------|-------------|---------------|---------------|
| Portfolio | Team port | | 85 | |
| Reflection | Personal | | 15 | |

Aims

To implement and assess a digital marketing campaign on live case study within a group

Learning Outcomes

After completing the module the student should be able to:

- 1 Implement and assess the on-going strategic direction of a digital marketing campaign
- 2 Analyse the company external and internal environment and provide a clear and actionable digital marketing strategy
- 3 Create and execute the marketing campaign within a digital marketing environment.
- 4 Review the performance of the digital marketing campaign using analytics and comparing the plan versus actual.
- 5 Evaluate the personal effectiveness of the project team / individual.

Learning Outcomes of Assessments

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

| | | | | |
|----------------------------|---|---|---|---|
| Digital Marketing Campaign | 1 | 2 | 3 | 4 |
| Reflection | 5 | | | |

Outline Syllabus

Operationalising a Marketing Plan
Segmentation, targeting and positioning in a digital environment
Strategic Analysis
Marketing Implementation
Managing a 'live' project and adjustment
Execution and evaluation of digital marketing strategies and tactics
Evaluation and measurement
Presentation and reflection of the live project

Learning Activities

Lectures
Workshops
Case study analysis
Class discussion
Group activity and planning
Group and individual assessment of activity

Notes

This course will predominantly be based around group learning activities with

guidance and supervision provided at certain points in the module.