

## Liverpool John Moores University

Title: Digital Marketing Strategy and Planning  
Status: Definitive  
Code: **7023DMKT** (123759)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Business and Management

Team	Leader
Natalie Taylor	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
Online	20
Seminar	18

**Grading Basis:** 50 %

### Assessment Details

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

### Aims

1. To understand the range of marketing strategy and planning models available to digital 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
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### **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**

Learning activities will include group activities and also analysis of case studies online.

### **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.