

Liverpool John Moores University

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Title: Digital Marketing Strategy and Planning
Status: Definitive
Code: **7130DMKT** (126752)
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:** 30
Total Learning Hours: 200 **Private Study:** 170

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Online	10
Workshop	20

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Pres	Group presentation	100	

Aims

This module aims to provide a comprehensive analysis of how to design, deliver and manage a strategic digital campaign.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate the impact of the business environment in influencing the strategy and success of an organisations digital marketing approach
- 2 Critically evaluate potential avenues of digital marketing strategy to create value and improve organisational performance.
- 3 Develop an understanding of how to design and deliver strategic digital tools to a specified target audience.
- 4 To develop a critical understanding of the structure and implementation of an effective digital marketing campaign

Learning Outcomes of Assessments

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

Group presentation	1	2	3	4
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Outline Syllabus

Environmental analysis and its strategic role
Strategic tools, and their uses: SOSTAC
Competitor analysis and strategic positioning
Aligning business goals to digital marketing strategy
Segmentation, targeting and positioning
Developing and maintaining successful digital brands
Customer relationship marketing in a digital world
Integrated marketing communications: digital congruency

Learning Activities

All sessions will employ a range of student-centred learning strategies, including lectures, case studies, group discussions, practical workshops and problem-based learning.

Notes

This module will enable students to evaluate the various factors which influence strategic marketing decisions in the digital context.