

## Liverpool John Moores University

Title: Strategic Digital Planning and Management  
Status: Definitive  
Code: **7505BUSGM** (118814)  
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:** FHEQ7  
**Credit Value:** 15.00  
**Total Delivered Hours:** 39.00  
**Total Learning Hours:** 150  
**Private Study:** 111

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	36.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Project	Project	50.0	
Exam	Exam	Final examination	50.0	3.00

### Aims

- 1. To formulate a mock digital media campaign from 'cradle to grave'.*
- 2. To 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 critically evaluate the costs, rewards and risks associated with interactive digital media campaigns.*
- 4. To critically evaluate the strategic process in a range of organizational contexts*

*with  
particular emphasis on digital planning and management*

*5. To express a holistic comprehension of the core principles of strategic management by applying considerable academic literature to the practice of digital planning and management*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Critically appraise a range of strategic decision making models
- 2 Formulate a defined strategy to market a product/service via digital media
- 3 Critically evaluate the importance of innovation in sustaining competitive advantage
- 4 Understand the role of the digital agency & the brief/pitching process.
- 5 Manage internal & external digital marketing campaigns
- 6 Critically evaluate the role of stakeholders in the determination of the strategy of the organization
- 7 Understand the key metrics that indicated performance of digital marketing campaigns
- 8 Gain experience in using groups to evaluates and understand real life issues and scenarios

## **Learning Outcomes of Assessments**

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

Project	1	2	3	4	5	6	7	8
Examination	1	2	3	4	5	6	7	8

## **Outline Syllabus**

### *1. Digital Marketing and the modern organisation*

- *Importance of digital media in the mix.*
- *Cultural change; obtaining in the organisation*
- *Demonstrating ROI on digital media activities.*

### *2. Formulating a digital media strategy*

- *Getting a brief from product/service owners*
- *Clarify the brief.*
- *Evaluating known digital marketing options*
- *Setting out business objectives against planned activities.*
- *Securing budget for known and unknown activities!*
- *Engaging PR department for crisis/success management.*

### 3. Implementing a digital media strategy

- Engaging an agency; writing a brief & managing the pitch process.
- Importance of internal support; marketing to the internal audience.
- Managing the agency & information flow.
- Reporting on performance; internal & external.

### 4. Managing internal & external campaigns

- Agree review process with internal stakeholders
- Understanding role of agency in managing budget.
- Crisis management; success & failure.

### 5. Managing consumer and organisational interactions

- Setting parameters for information release to consumers.
- Identifying customer service issues on social media platforms.
- Managing 'BUZZ' about your brand/product.

### 6. Performance management

- Defining success and failure in advance.
- Analysis performance metrics (CPC, CPM, CPA)
- Controlling spend.
- Keeping the agency creative and alert – extend the brief.

## 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

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

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

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

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

<b>Course Material</b>	Book
<b>Author</b>	Johnson, G. & Scholes, K.
<b>Publishing Year</b>	2011
<b>Title</b>	Exploring Corporate Strategy: text and cases, (9th ed.)
<b>Subtitle</b>	
<b>Edition</b>	9th
<b>Publisher</b>	London: Prentice Hall.
<b>ISBN</b>	

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

<b>Course Material</b>	Book
<b>Author</b>	Damian Ryan, Calvin Jones

<b>Publishing Year</b>	2009
<b>Title</b>	Understanding digital marketing; marketing strategies for engaging the digital generation
<b>Subtitle</b>	
<b>Edition</b>	1st
<b>Publisher</b>	Kogan Page
<b>ISBN</b>	

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

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

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## Notes

This classroom based module will offer the learner a clear framework to formulate and implement a digital marketing strategy (whether implemented directly or via an agency/partner company). 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.