Digital Marketing Strategy and Planning

Module Information

2022.01, Approved

Summary Information

Module Code	7523DIMMKT
Formal Module Title	Digital Marketing Strategy and Planning
Owning School	Business and Management
Career	Postgraduate Taught
Credits	20
Academic level	FHEQ Level 7
Grading Schema	50

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Dimensions International College Pte Ltd

Learning Methods

Learning Method Type	Hours
Practical	20
Seminar	18

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-PAR	PAR	January	12 Weeks

Aims and Outcomes

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.

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically analyse a range of up-to-date marketing strategy theories and models.
MLO2	2	Critically analyse a range of marketing planning models.
MLO3	3	Evaluate and select relevant marketing strategy and planning theories and models for specific case studies.
MLO4	4	Apply, critically appraise and provide recommendations for specific case studies based on relevant academic theory.

Module Content

Outline Syllabus	Marketing strategy - philosophy and timescalesMarketing strategy modelsMarketing strategy and digital marketingDigital campaign planning - philosophy and timescalesDigital campaign objective settingDigital campaign targeting strategyDigital campaign creative offer and message including online digital display advertising & social media, online PR & content marketingDigital campaign timing and integration issuesMedia planning and selectionOther key campaign issuesDigital campaign budgeting and lifetime value modelling
Module Overview	
Additional Information	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 analysed 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.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Portfolio	100	0	MLO1, MLO2, MLO3, MLO4

Module Contacts