

Module Title	Marketing & Digital Strategy & Planning
Course Title	BSc (Hons) Marketing with Digital BA (Hons) Marketing with Advertising & Digital Communications BSc (Hons) Digital Marketing (Digital Marketer Degree Apprenticeship) BA (Hons) Business Management Programmes
School	<input type="checkbox"/> ASC <input type="checkbox"/> ACI <input type="checkbox"/> BEA <input checked="" type="checkbox"/> BUS <input type="checkbox"/> ENG <input type="checkbox"/> HSC <input type="checkbox"/> LSS
Division	Management, Marketing and People
Parent Course (if applicable)	
Level	6
Semester	1, 2 and 3 (Summer)
Module Code (showing level)	MMP_6_MDS
JACS Code (completed by the QA)	
Credit Value	20 credit points
Student Study Hours	Contact hours: 60 Student managed learning hours: 140 Placement hours: 0
Pre-requisite Learning	None
Co-requisites	
Excluded combinations	
Module co-ordinator	TBC
Short Description (max. 100 words)	In this module students bring together prior marketing learning in order to make digital- and data-led marketing strategy decisions focused on a sponsoring company. In this live case study students synthesise relevant data to establish competitive advantage and create value, before considering strategic marketing planning and execution to achieve marketplace objectives using digital and direct business solutions.
Aims	The module encourages development of expertise in a specific marketing area, and confidence in designing and managing a long-term project. The result should synthesise previous learning in a real-world decision-making context and test at first hand the value of theory to modern planning managers.
Learning Outcomes	On completion of this module students should be able to: <ul style="list-style-type: none"> • apply academic research methodologies for digital and direct strategy formulation.

	<ul style="list-style-type: none"> • conceptualise a research problem contextualised within the literature and design and plan a methodology to meet the defined research objectives, collect and synthesize data to develop theoretical and managerial implications. • execute research using appropriate data collection and analysis techniques to write strategic plans incorporating digital direct and database marketing techniques. • develop, implement and manage projects autonomously working to deadlines to prepare written and oral reports in which recommendations are underpinned and justified by data analysis.
Employability	Employability skills embedded and developed within the teaching & learning of this module include team working, time management, communication, and numeracy skills and exposure to current analytical and research techniques. The module delivery will benefit from practitioner input.
Teaching and learning pattern	<p>Contact hours includes the following: (please click on the checkboxes as appropriate)</p> <p> <input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Group Work: <input checked="" type="checkbox"/> Seminars <input checked="" type="checkbox"/> Tutorial: <input type="checkbox"/> Laboratory <input checked="" type="checkbox"/> Workshops <input checked="" type="checkbox"/> Practical <input checked="" type="checkbox"/> VLE Activities </p>
Indicative content	<p>This module emphasises various planning & strategy tools, including digital, used by marketers, through their application in a detailed case study.</p> <p>We start by analysing the marketing environment and competitive market structure, in order to identify the key issues facing the focal brand. We consider how competitive advantage is created through the marketing mix, and how this can be maintained through segmentation, targeting and positioning. Time is spent studying the nature of innovation and its role in disrupting market structure, and the ways innovations diffuse across markets.</p> <p>Having understood the case study brand in its context, students will then be prepared to construct a concise and effective integrated marketing plan including both digital and offline tools designed to enhance brand performance.</p>
Assessment method (Please give details – of components, weightings, sequence of components, final component)	<p>Formative assessment:</p> <p>Students will receive formative feedback both informally within seminar and workshop activities as well as a formal response to a preliminary group work leading to the summative assessment of the marketing plan design and development.</p> <p>Summative assessment: 100% coursework:</p> <p>SC1: Individual marketing plan: 100%</p>

Mode of resit assessment (if applicable)	Summative assessment: 100% coursework: SC1: Individual marketing plan: 100%
Indicative Sources (Reading lists)	Core materials: Chaffey, D. & Ellis-Chadwick, F. (2016) <i>Digital Marketing: strategy, implementation and practice</i> , Pearson, in paper and as an eBook Fill, C. (ed.) (2013) <i>Marketing communications: brands, experiences and participation</i> , 6th edition, Pearson - in paper and as an eBook Hanlon, A, (2019) <i>Digital Marketing: Strategic Planning and Integration</i> , Sage Optional reading: Bell J. (2014) <i>Doing your research project: A guide for first-time researchers in education and social science (6th Edition)</i> , Buckinghamshire, England Brace, I. (2013) <i>Questionnaire Design (3rd Edition)</i> , London, Kogan Page Sharp, B. (2017) <i>Marketing: Theory, Evidence, Practice</i> , Oxford University Press, UK
Other Learning Resources	Moodle Marketing Letters Journal of Advertising Research International Marketing Review