Module Guide

Marketing in a Digital World

BBM_4_MDW

Business School

2016 – 2017 S2

Table of Contents

1. MODULE DETAILS

Module Title:	Marketing in a Digital World
Module Level:	4
Module Reference Number:	
Credit Value:	20
Student Study Hours:	200
Contact Hours:	60
Private Study Hours:	140
Pre-requisite Learning (If applicable):	
Co-requisite Modules (If applicable):	
Course(s):	BA (Hons) Marketing
Year and Semester	2016/2017 S2
Module Coordinator:	Dr Yan Sun
MC Contact Details (Tel, Email, Room)	Suny@lsbu.ac.uk
Teaching Team & Contact Details (If applicable):	Room LR315
Subject Area:	Marketing
Summary of Assessment Method:	100% Coursework
External Examiner appointed for module:	

2. SHORT DESCRIPTION

-
- The module expands on the marketing knowledge gained from Principles of Marketing by concentrating on the digital considerations of marketing practices. The module acts as a basis of digital marketing activities from which further studies will develop at level 5 and 6. The module will have a strong practitioner input with alumni involvement.

3. AIMS OF THE MODULE

- The module aims to:
- provide an introduction to the digital aspect of marketing practices
- provide the student with an understanding of customer-centric digital marketing activities
- enable students to apply digital technologies which form online channels e.g. website, e-mail, database and mobile.

4. LEARNING OUTCOMES

4.1   Knowledge and Understanding
A1: Identify contemporary digital marketing theories, digital marketing techniques and applications.
A2: Create a digital marketing plan for a new product

4.2   Intellectual Skills
B1: Gather, analyse data and metrics to form well-reasoned arguments relating to digital marketing issues

4.3 Practical Skills

C1: Present information using a variety of techniques
C2: Work within time constraints

4.4 Transferable Skills

D1: Communicate and work effectively and efficiently within a team

5. ASSESSMENT OF THE MODULE

Formative assessment:
Group case study work within seminar sessions.

Summative assessment:
This module will be 100% coursework assessed and will consist of two sub-components as follows:

A group presentation (30%) and exhibition (30%) – 60%.
This will showcase a new product launch with specific digital marketing input such as the design of a web-site, blog, app as well as mobile and e-mail strategies. The brief will be designed in conjunction with a digital practitioner (separate assessment guidance and marking scheme will be provided at the beginning of teaching week).

An individual portfolio of 2,500 words- 40%
This will be a reflective piece where students comment on their learning experiences from throughout the semester concentrating particularly on the exhibition and the new product development process from conception to presentation.

6. FEEDBACK

Feedback will normally be given to students 15 working days after the final submission of an assignment or as advised by their module leader.

General feedback, applying to all students, will also be placed on the module VLE site within 15 working days.

7. INTRODUCTION TO STUDYING THE MODULE

7.1 Overview of the Main Content

The module expands on the marketing knowledge gained from Principles of Marketing by concentrating on the digital considerations of marketing practices. The module acts as a basis of digital marketing activities from which further studies will develop at level 5 and 6. The module will have a strong practitioner input with alumni involvement.

7.2 Overview of Types of Classes

This module will be delivered via a weekly 2 hour lecture and a 2 hour seminar.

Seminars will generally follow the lecture topics, aiming to give students further opportunity to understand, develop and practice the concepts and skills delivered in the lectures.

A digital marketing practitioner will run a number of sessions which will offer practical information and formulate the exhibition assessment.

A range of blended learning techniques will also be implemented using the VLE to further support teaching and learning.

7.3   Importance of Student Self-Managed Learning Time

Student responsibility in the learning and development process will be emphasised. Students are required to undertake directed self-study and prepare solutions/discussions to questions relative to various topic areas. Students will be encouraged to identify for themselves particular problems of difficulty and to use seminar discussions, where appropriate, for the resolution of these. Students must regularly access the Moodle site for this module. They should download the class/lecturematerial from the Moodle site, and do the recommended reading, before each lecture/class.

Where appropriate, students are also expected to download the relevant seminar questions and study them in advance of each seminar, in order to derive maximum benefit from seminar time. The programme of teaching, learning and assessment gives guidance on the textbook reading required for each week, the purpose of which is to encourage further reading both on and around the topic.

7.4   Employability

This module contributes to a student's employability by providing practical knowledge and practitioner input in the key area of digital marketing. Many marketing employers are seeking experience and expertise in this contemporary area of marketing

8.   THE PROGRAMME OF TEACHING, LEARNING AND ASSESSMENT

Week 1:
Lecture: Introduction to digital marketing
Seminar: case study / group activity – see p46 of Chaffey (2015)
Core reading: Chaffey (2015) chapter 1

Week 2:
Lecture: Market place or market space – micro environment
Seminar: Innovate interactive game
Core reading: Chaffey (2015) chapter 2

Week 3:
Lecture: Market place or market space – macro environment
Seminar: case study / group activity – see p108 / p167 of Chaffey (2015)
Core reading: Chaffey (2015) chapter 3

Week 4:
Lecture: Digital marketing strategy

Seminar: case study / group activity – see p239 of Chaffey (2015)
Core reading: Chaffey (2015) chapter 4

Week 5:
Lecture: Technology on marketing mix
Seminar: case study / group activity – see p290 of Chaffey (2015)
Core reading: Chaffey (2015) chapter 5

Week 6:
Lecture: Guest speech
Seminar: Group presentation 30%

Week 7:
Lecture: Digital platform and customer relationship
Seminar: case study / group activity – see p344 of Chaffey (2015)
Core reading: Chaffey (2015) chapter 6

Week 8:
Lecture: Online customer experience
Seminar: case study / group activity – see p410 of Chaffey (2015)
Core reading: Chaffey (2015) chapter 7

Week 9:
Lecture: Digital media channels
Seminar: case study / group activity – see p539 of Chaffey (2015)
Core reading: Chaffey (2015) chapter 9

Week10:
Lecture: Business to business in digital world
Seminar: External coming in for exhibition
Core reading: Chaffey (2015) chapter 12

Week 11:
Lecture: Business to consumers in digital world
Seminar: Group exhibition 30%
Core reading: Chaffey (2015) chapter 11

Week12:
Lecture: Campaign planning for digital media
Seminar: case study / group activity – see p468 of Chaffey (2015)
Core reading: Chaffey (2015) chapter 8

9.   STUDENT EVALUATION

- Not applicable as this is the first year of delivery.

10. LEARNING RESOURCES

Reading List

Core Reading:
Caffrey, D. and Ellis-Chadwick, F. (2015) *Digital Marketing*, Pearson
Barker, M et al. (2016) *Social Media Marketing*, Cengage
Greenberg, E. (2013) *Strategic Digital Marketing*. McGraw Hill

Background Reading:
Baines, P. and Fill, C. (2014) *Marketing*. Oxford University Press.Cengage Learning.
Fahy J. and Jobber D. (2015) *Foundations of Marketing*.McGraw-Hill Education.
Gay,R et al. (2007) *Online Marketing*. Oxford University Press
Kotler P. and Armstrong G. (2016) *Principles of Marketing*.Pearson Education.

Optional Reading:
Burns, T. and Sinfield, S. (2012) *Essential study skills: the complete guide to success at university*.SAGE.
Cottrell, S. (2015) *The study skills handbook*. Palgrave study skills. Palgrave Macmillan.
Gallager, K (2016*) Essential study and Employment skills for Business and Management Students*. Oxford University Press