

Module 18

Digital Marketing Strategy and Planning (5 credits)

Assessment Techniques – percentage contribution	
Continuous Assessment	100%

On completion of this module a learner will be able to:
1. Assess the evolving digital marketing landscape, including artificial intelligence, automation, and shifting consumer behaviours, to inform strategic planning
2. Construct data-informed customer personas and map digital journeys
3. Produce integrated digital content and channel strategies aligned with defined Key Performance Indicators
4. Employ strategic planning frameworks to develop a comprehensive digital strategy
5. Justify budgeting and resource allocations for planned campaign activity

Indicative Module Content, Organisation and Structure
<p>This module introduces the foundations of strategic digital marketing and its role in shaping modern business planning. It focuses on developing core competencies in digital analysis, persona research, content and channel strategy, and data-informed planning. Learners explore how artificial intelligence (AI), automation, and shifting consumer behaviours are transforming the marketing landscape and how strategic frameworks (e.g. RACE, SOSTAC) are applied to real-world campaigns.</p> <p>Content includes:</p> <p>Exploring Digital Marketing Strategy</p> <ul style="list-style-type: none">• Define digital marketing and explore its evolution• Understand the relationship between marketing goals and digital transformation• Overview of digital disruption and value creation in the customer journey <p>Conducting a Digital Audit</p> <ul style="list-style-type: none">• Conduct internal and external audits using SWOT and PESTLE• Benchmark competitors using digital audit templates• Assess current organisational digital maturity and capability gaps <p>Customer Personas & Journey Mapping</p> <ul style="list-style-type: none">• Research and segment audiences using data• Develop personas linked to digital behaviour• Create journey maps identifying key touchpoints and pain points <p>Strategic Objectives & Key Performance Indicators (KPIs)</p> <ul style="list-style-type: none">• Strategic frameworks• Translate business goals into SMART objectives• Identify platform-specific KPIs across funnel stages• Understand metrics that inform pre-campaign planning

Digital Channels & Funnel Planning

- Explore paid, owned, and earned channels and when to use them
- Align messaging and tactics to funnel stages (awareness, consideration, conversion)
- Flow and coordination in omnichannel strategy

Owned Media & Search Engine Optimisation (SEO) with AI Content Tools

- Optimise website content using SEO principles
- Explore blogging, newsletters, and AI content tools
- Evaluate engagement and performance

Paid Media, Budgeting & Smart Bidding

- Fundamentals of paid social and search
- Budgeting and spend allocation
- Smart bidding strategies and AI targeting

Earned Media, Influencers & Ethics

- Selecting and working with influencers
- User Generated Content (UGC), trust, and transparency
- Ethical considerations and reputational risk

Message Mapping & Personalisation

- Map key messaging across customer journeys
- Use AI tools for dynamic personalisation
- Align tone and content types with user intent and channel

Campaign Tools, Timelines & Resource Allocation

- Use digital tools to coordinate campaign activity
- Allocate resources across roles, assets, and platforms
- Evaluate production timelines and agile marketing practices

Application of programme teaching, learning and assessment strategies to this module

The module content, which is practical and strategic in nature, is primarily delivered through lectures and interactive workshops. Digital labs and case study discussions are used to apply frameworks and explore current industry practices, enabling learners to develop critical thinking and planning skills.

Learners engage with real-world planning tools to simulate digital strategy development. Case-based learning and guest industry speakers are incorporated where appropriate to enhance the connection between theory and contemporary marketing practice. Learners are encouraged to apply insights from assigned readings, digital marketing news sources, and eLearning platforms.

Weekly tutorials provide a space for learners to apply theoretical concepts through guided exercises, live demonstrations, and peer discussion. These sessions reinforce lecture content and encourage experimentation with strategy planning tools in a collaborative setting.

Formative assessment is integrated throughout the module via in-class activities, peer feedback, and digital exercises, helping learners to track their progress and refine their strategic thinking.

This module's summative assessment is a 100% continuous assessment, including two applied assignments: a combined digital audit and persona report, and a complete digital strategy plan. These assessment methods reflect the applied, creative, and analytical nature of digital marketing strategy. Learners develop key outputs that align with industry practice, including a combined audit and planning analysis, followed by a fully developed digital strategy. The assessment structure supports critical thinking, applied creativity, and practical decision-making.

In terms of reassessment/repeat assessment strategy, Griffith College regulations stipulate that learners must pass all component elements of the module to be deemed to have passed the module. In the event of a learner failing the assessment component of this module, the learner will be required to submit a new individual repeat assignment at the next available sitting.

Summative Assessment Technique(s)	Weighting
Continuous Assessment: Part 1: Digital Audit, Landscape Review & Persona Report (45%) Part 2: Digital Strategy Plan (55%)	100%

Indicative reading lists and other information resources
<p>Primary Reading</p> <p>Chaffey, D. & Ellis-Chadwick, F. (2022). Digital Marketing (8th ed.). Pearson Education</p> <p>Ryan, D. (2020). Understanding Digital Marketing: A Complete Guide to Engaging Customers and Implementing Successful Digital Campaigns (5th ed.). Kogan Page.</p> <p>Connors, K. (2024). Digital Marketing 2024: Mastering AI, SEO, Social Media, and Data-Driven Strategies for Business Growth.</p> <p>Secondary Reading</p> <p>Kingsnorth, S. (2022). Digital Marketing Strategy: An Integrated Approach to Online Marketing. 3rd edition. Kogan Page.</p> <p>E Resources and Web-Based Information Sources</p> <p>Google Skill shop – Free online training covering Google Ads, Analytics, and digital strategy fundamentals - https://skillshop.withgoogle.com</p> <p>HubSpot Academy – Online certifications and tutorials in inbound marketing, CRM, content strategy, and SEO - https://academy.hubspot.com</p> <p>Think with Google – Industry insights, consumer trend data, and strategy resources - https://www.thinkwithgoogle.com</p> <p>Marketing Week – News and analysis of marketing campaigns, consumer behaviour, and strategic trends - https://www.marketingweek.com</p> <p>Statista – Market data and statistics on digital trends, advertising, and audience behaviour - https://www.statista.com</p> <p>LinkedIn Learning – App-based access to professional video tutorials on digital tools and marketing strategy - https://www.linkedin.com/learning/</p>