

Module specification

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Module code	BUS691
Module title	Digital Marketing Optimisation
Level	6
Credit value	20
Faculty	SLS
Module Leader	Owen Dale
HECoS Code	100075
Cost Code	GAMG

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) Marketing & Business	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	24 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	24 hrs
Placement / work based learning	0 hrs
Guided independent study	176 hrs
Module duration (total hours)	200 hrs

For office use only	
Initial approval date	November 2021
With effect from date	September 2022
Date and details of revision	
Version number	1

Module aims

This module develops knowledge and skills to enable a strategic approach to marketing planning, applying both traditional and digital models, frameworks and techniques to achieve a competitive advantage. The module covers three units: the first unit develops skills in analysing the environment and identifying insights for strategic decisions; the second unit covers the development of effective strategic marketing plans, which includes digital strategy, to deliver objectives; and the third unit develops resource, monitoring and measurement skills to implement and control the strategic marketing plan.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Understand how to analyse an organisation's current and future internal and external environments
2	Critically Interpret relevant information and insights to recommend and inform strategic decision making
3	Develop marketing objectives and strategy to deliver organisational objectives
4	Develop and justify a strategic marketing plan and a supporting marketing mix to deliver marketing objectives
5	Define and assess the resources required to deliver the strategic marketing plan
6	Critically apply the results of monitoring and measurements, and adapt the marketing plan for continuous improvement

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

In your role as a Digital Marketing Manager for a chosen organisation, you have been asked to create a 3-year marketing plan (2500 words) and a Report (2500 words) which will support the organisation to meet its objectives for growth or sustain its current marketing position. The delivery of a strategic marketing plan may be focussed on one of four themes –

- Market Penetration
Market Development

- Product / Service Development
- Diversification

This portfolio is based on the current assessment for the Chartered Institute of Marketing (CIM) assessment for the Diploma in Professional Digital Marketing.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1,2,3	Written Assignment	50%
2	4,5,6	Written Assignment	50%

Derogations

None

Learning and Teaching Strategies

The overall learning and teaching strategy is based upon the key principle that students are encouraged to participate in higher education when they are exposed to flexible ways of learning that engage them using innovative and creative pedagogical approaches. To this end Digital Marketing Optimisation applies the University's Active Learning Framework (ALF) supporting accessible, and flexible learning.

Students studying Digital Marketing Optimisation will have access to multiple learning opportunities including face to face or online classes (with core and guest lecturers), seminars, access to recorded lectures, lecture notes and handouts and directions to relevant essential and additional reading. An interactive approach to learning is always maintained and staff will engage students with key issue by drawing on case studies and their practice experiences in digital marketing. Lectures will be organised around lecture inputs, quizzes, recorded video content, simulation software (where applicable), larger and small group discussions and debates. Face to Face or video mediated appointments can be made with tutoring staff via Microsoft Teams to discuss module content and assignments.

Indicative Syllabus Outline

Situation Analysis

- Understand how to analyse an organisation's current and future internal and external environments
- Interpret relevant information and insights to recommend and inform strategic decision making

Planning

- Develop marketing objectives and strategy to deliver organisational objectives
- Develop a strategic marketing plan and a supporting marketing mix to deliver marketing objectives

Implementation and Control

- Define the resources required to deliver the strategic marketing plan
- Apply the results of monitoring and measurements, and adapt the marketing plan for continuous improvement

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads

Chaffey, D. and Ellis-Chadwick, F. (2019), *Digital marketing: Strategy, Implementation and Practice*. 7th ed. Harlow: Pearson.

Other indicative reading

Hanlon, A. (2022), *Digital Marketing: Strategic Planning and Integration*. 2nd ed. London: Sage.

Lecturer and student resources available at <https://study.sagepub.com/hanlon>

Hooley, G., Nicoulaud, B., Piercy, N. and Rudd, J. (2020), *Marketing Strategy and Competitive Positioning*. 7th ed. Harlow: FT Prentice Hall.

Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes

Engaged
Creative
Ethical

Key Attitudes

Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets

Digital Fluency
Critical Thinking
Communication