H8DMLS: Digital Marketing Landscape and Strategy

Module Code:	H8DMLS
Long Title	Digital Marketing Landscape and Strategy APPROVED
Title	Digital Marketing Landscape and Strategy
Module Level:	LEVEL 8
EQF Level:	6
EHEA Level:	First Cycle
Credits:	10
Module Coordinator:	
Module Author:	Nicola Carroll
Departments:	
Specifications of the qualifications and experience required of staff	

Learning Outcomes	
On successful completion of this module the learner will be able to:	
#	**Learning Outcome Description**
LO1	Developed a detailed understanding of the role of digital in modern marketing communications.
LO2	Demonstrate a detailed understanding of the shift in consumer expectations, from brand monologue to two-way consumer - brand communications.
LO3	Have the ability to analyse consumer personas and the implications for communications planning in consumer behaviour.
LO4	Learners will have the know-how to create social media and engagement policy for the organisation.
LO5	Demonstrate knowledge of how to write and brief a third-party supplier and clear definition of roles within digital communications planning & implementation.
LO6	Clear understanding of the purpose of a digital strategy and the importance of stakeholder buy-in.
LO7	Display the ability to evaluate and refine a digital strategy.

Dependencies
Module Recommendations
No recommendations listed
Co-requisite Modules
No Co-requisite modules listed
Entry requirements

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Module Content & Assessment

Indicative Content

The Evolution of Digital
• Evolution of web 2.0 • Technological evolution • Changes in consumer behaviour & expectation

Digital Marketing as Part of the Marketing Mix
• The role of digital in marketing communications

The Digital Legal Landscape
• An introduction to the legal issues in digital marketing

Future Trends
• Current and near-future trends (technological & behavioural) • The importance of trend watching and how to do this

Understanding User Behaviour
• An introduction to Cyber-Psychology

Online Rules of Engagement
• How businesses succeed/fail in modern digital arena • Guidelines for engagement • Developing an engagement policy for your business

What is a Digital Strategy?
• Introduction to digital strategy • Internal stakeholder engagement • Working with an agency ¿ The different suppliers & their roles ¿ How to get the most from your agency ¿ Briefing best practice ¿ Evaluation & ongoing relationship management

Developing a Digital Marketing Strategy
• Planning ¿ Identifying aims and audience ¿ Persona building ¿ Finding and engaging the audience • Creating ¿ Ideation ¿ Engagement evaluation ¿ Idea and channel touch-points ¿ Channel approach ¿ Fiscal evaluation • Implementing ¿ Bringing strategy to life ¿ Planning engagement ¿ Activity Calendar ¿ Engagement loops ¿ Reporting, reviewing & challenging ¿ Key Performance Indicators • Evaluating ¿ What does success look like? ¿ Fiscal evaluation ¿ Audience engagement evaluation ¿ Lessons evaluation

Assessment Breakdown	%
Coursework	100.00%

Assessments

Full Time

Coursework

Assessment Type:	Assignment	**% of total:**	40
Assessment Date:	n/a	**Outcome addressed:**	1,2,3
Non-Marked:	No		

Assessment Description:
This is a team assignment whereby learners will be asked to assess a case study and use live access to investigate and identify current trends. Findings will be presented in a group presentation

Assessment Type:	Project	**% of total:**	35
Assessment Date:	n/a	**Outcome addressed:**	1,2,3,4,5,6
Non-Marked:	No		

Assessment Description:
Learners will be tasked with developing a digital strategy based upon a client brief. This brief will be adapted from a real client brief

Assessment Type:	Other	**% of total:**	25
Assessment Date:	n/a	**Outcome addressed:**	7
Non-Marked:	No		

Assessment Description:
The overall individual assessment is designed to reflect the learners grasp of programme learning objectives. This assessment must be passed for learners to achieve the proposed award

No End of Module Assessment
No Workplace Assessment

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Module Workload

Module Target Workload Hours 0 Hours

Workload: Full Time

Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	3	Every Week	3.00
Seminars	No Description	10	Once per semester	0.83
Independent Learning Time	No Description	194	Once per semester	16.17
			Total Weekly Contact Hours	3.83

Workload: Part Time

Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	3	Every Week	3.00
Seminars	No Description	10	Once per semester	0.83
Independent Learning Time	No Description	194	Once per semester	16.17
			Total Weekly Contact Hours	3.83

Module Resources

Recommended Book Resources

Brown,Dan M. (2011), Communicating Design: Developing Web Site Documentation for Design and Planning, 2nd. New Riders.

Earls Mark. (2010), Herd: How to Change Mass Behaviour by Harnessing Our True Nature, john Wiley and Sons.

Damian Ryan, Calvin Jones. Understanding Digital Marketing, Kogan Page, [ISBN: 978-0749464271].

Seth Godin.. Tribes, London; Piatkus, [ISBN: 0749939761].

Berger, Jonah. Contagious: Why Things Catch on, 2013. Simon & Schuster.

Olivier Blanchard. Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization, Que, [ISBN: 978-0789747419].

Jay Baer. (2014), Youtility: Why Smart Marketing is About Help not Hype, Portfolio Penguin.

Joe Pulizzi. (2013), Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less, McGraw-Hill Professional.

Jeffrey K. Rohrs. (2013), The Audience: Marketing in the Age of Subscribers, Fans & Followers, John Wiley & Sons.

Laurent Flores. (2013), How to Measure Digital Marketing: Metrics for Assessing Impact and Designing Success, Palgrave Macmillan.

This module does not have any article/paper resources

Other Resources

[Website], http://farisyakob.typepad.com/.

[Website], http://hellokinsella.posterous.com/.

[Website], http://www.180360720.no/.

[Website], http://www.digitalstrategist.ca/wp/.

[Website], http://mikearauz.wordpress.com/.

Discussion Note: