

H9DMS: Digital Marketing Strategy

Module Code:	H9DMS
Long Title	Digital Marketing Strategy APPROVED
Title	Digital Marketing Strategy
Module Level:	LEVEL 9
EQF Level:	7
EHEA Level:	Second Cycle
Credits:	10
Module Coordinator:	Louise (F) Maguire
Module Author:	Faye McGinley
Departments:	School of Business
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Recognise and evaluate the role of the digital channel in the development of business and marketing strategy
LO2	Evaluate the new digital landscape for traditional companies, for digitally native firms and for the consumer. Analyse the new opportunities and challenges that the Internet creates
LO3	Evaluate and assess how companies use digital tools to provide and communicate value to consumers and, in the process, learn about consumers' needs and wants.
LO4	Critique the other three Ps of Marketing to discuss the novel benefits of the marketing mix afforded by digital strategies in regards to what to offer (Product) where to distribute it (Place) and how to charge for it (Price).
LO5	Identify the differences between online and offline consumer behaviour to support effective digital marketing tactical choice and strategy decisions.
LO6	Critique the pitfalls of transitioning to digital strategies, particularly for firms in those industries threatened by digital only competitors but also form traditional firms not native to the internet.
LO7	Critique tactical and strategic digital marketing plans.
LO8	Form a critical awareness of the application of theories and practice relevant to digital marketing and new and emerging developments.
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 Digital Landscape Exploring the basics of the new digital landscape for traditional companies, for digitally "native" firms and for the consumer. Before we dive into digital strategy we need to understand the evolving landscape and "how we got here" and evaluate major online players (Google, Facebook, Amazon) that provide traditional firms with new tools to conduct digital marketing. Key and emerging trends will also be evaluated here.			
Digital Advertising and Promotion Students will look at how companies use digital tools to provide and communicate value to consumers and in the process, learn about consumers' needs and wants. This area will propose a framework for how to prioritize the purpose of digital promotion and then to choose the appropriate tactic, versus choosing the tools another the available online options. Students to gain a critical understanding of Outbound (firm - initiated) vs Inbound (Consumer - Initiated) Marketing. Students will also look at a framework for selecting Digital / Social media.			
The Digital Three P's This topic will look at the Digital Product, Place and Price of marketing. Students will analyse the novel benefits of the "marketing mix" afforded by digital strategies in regards to what to offer (Product), where to distribute it (Place) and how to charge for it (Price). Many of the traditional tenets of these three P's still apply online but the internet creates new opportunities and challenges which are addressed here.			
Transitioning to Digital / Digital Implementation This area deals with how traditional firms i.e those not native to the Internet, that have been producing, distributing, promoting and pricing their goods and services predominately offline, should transition to marketing, online and develop unique organizational capabilities to sustain success post transition. It will look at the pitfalls of transitioning to digital strategies, particularly form firms in those industries threatened by digital only competitors.			
Mobile Marketing This will look at how mobile changes the way managers view digital marketing, its limitations (screen size), advantages (lightweight and consumer data) challenge marketers to be more create.			
Understanding Online Consumer Behaviour, Insights & ZMOT Understanding how these new consumer behave in today's evolving landscape is crucial to any digital marketing strategy. The Zero Moment of Truth, or ZMOT which describes a revolution in the way consumers search for information online and make decisions about brands. Today search and ZMOT have continued to grow in importance and scale, and as consumers' behaviour evolves, so must the ways in which marketers engage those consumers. But in today's always connected, mobile-first world, how do marketers win ZMOT? Here we will explore how to use ZMOT, online consumer behaviour and Insights to gain a competitive advantage.			
Digital Paid Owned and Earned. Paid: Planning, Managing & optimising campaigns. SEM/ SEO SEM / SEO Defined. Adwords Overview. Google Online Marketing Challenge. Affiliate Marketing and online partnerships, Email, Interactive Display Advertising and Real Time Bidding, Earned: Using Social Media; Viral and WOM in action. Owned: Your Website Design and Build, Initiation of website projects, Designing the user experience, Developing & Testing of Content, Online Retail merchandising. Using Google Analytics.			
Digital Marketing Strategy Goals of interactive marketing communications, Goal Setting & Tracking, Campaign Insight Budgeting & Selecting the Digital Mix, Integration into overall plan. Performance Management.			
The Future Landscape Key Trends, emerging channels and platforms, best practice within the industry.			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Assignment 1	% of total:	50
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5,6,7,8
Non-Marked:	No		
Assessment Description: Case Analysis. Students would be required to completed case analysis for each of the elements covered under the module. There are cases available per section on the module - 3 cases for Digital Landscape (Procter & Gamble, L'Oreal and Amazon) 3 cases for Digital Advertising and Promotion (Groupon for Local Businesses, Mekanism and Hubspot) 2 cases for Digital Product, Place and Price (Managing Online Review on Tripadvisor & Freemium Pricing at Dropbox) and 2 cases for Transitioning to digital (The Coca Cola Case for Creative Transformation and Google in China). Students complete the cases prior to class, as each case will be critiqued in class during a flipped classroom delivery.			
Assessment Type:	Assignment 2	% of total:	30
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5,8
Non-Marked:	No		
Assessment Description: Students will be required to complete an academic essay for the module digital marketing strategy. This will test the students' academic knowledge and breadth along with the depth and scope of their reading.			
Assessment Type:	Assignment 3	% of total:	20
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5,6,7,8
Non-Marked:	No		
Assessment Description: Self and Lecturer Assessment. Students will be required to participate in class as part of the flipped classroom experience. In order to ensure accountability for this element of the module, students will be graded on the contribution that the make towards the class discussion relevant to the topics on the module. This will be classified as self and lecturer assessment. Students will have a card and will grade their participation in class based on a scale and the lecturer will also do the same for the student. A mark will be allocated after each class. This will encourage the student to participate further in class and reward good participation.			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
Coursework Only This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.			

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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	30	Every Week	30.00
Independent Learning Time	No Description	220	Every Week	220.00
Total Weekly Contact Hours				30.00

Module Resources	
<i>This module does not have any book resources</i>	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	