



UNIVERSITY OF WALES
Trinity Saint David
London

Digital Marketing
SBMA7109

MODULE CODE:	SBMA7109
TITLE:	Digital Marketing
CREDITS:	20

1. AIM(S)

To encourage students to explore the range of possibilities presented by digital marketing and to identify future opportunities in this field.

2. LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to demonstrate the ability to:

1. Appraise the digital impact on each element of the marketing mix and the range of different e-marketing tools available to marketers through digital marketing techniques.
2. Critically evaluate contemporary digital and e-issues affecting customers, intermediaries and marketers.

3. WEEKLY LECTURE SCHEDULE

The topics covered in the course are engaged with over fortnightly sessions. The first week will usually be a lecture which is then consolidated in the second week with normally more learner centred activities: Exercises, group discussions, co-construction activity, online activities, research, presentations etc. Guest presenters may also be used in replace of activities. Tutors may split the topics and activities across the two weeks in differing patterns according to what is most appropriate.

Week	Topics
1	Introduction to digital marketing
2-3	Models of digital consumer behaviour
4-5	Digital revenue models
6-7	Technologies, tools and techniques

8-9	The digital marketing mix
10-11	Consumer 2.0
12-13	Digital presence
14-15	The relationship endeavour
16-17	Delivering the online and mobile experience
18-19	Optimising reach
20-21	Managing the digital mix
22	Future trends in digital marketing

4. RECOMMENDED READING AND RESOURCES

Essential

1. Chaffey, D., (2012) *Digital Marketing: Strategy, Implementation & Practice*, Harlow: Financial Times/ Prentice Hall.
2. Ryan, D. & Jones, C., (2012) *Understanding Digital Marketing: Marketing strategies for engaging the digital generation*, Kogan Page.

Additional

1. Chaffey, D, (2009), *E-Business and E-Commerce:Management, Strategy, Implementation*, Harlow:Pearson
2. Gay, R (2007) *Online Marketing: a Customer-Led Approach*, Oxford: OUP
3. Hanson, W (2006) *Internet Marketing and E-Commerce*, London: Thomson
4. Wright, J (2006) *Blog Marketing*, London: McGraw-Hill
5. Smith, P R & Chaffey, D (2007) *E-Marketing Excellence*, Oxford: Butterworth-Heinemann

Journals

1. International Journal of Electronic Commerce
2. Journal of Consumer Marketing
3. Journal of Computer-Mediated Communication
4. Journal of Marketing
5. European Journal of Marketing

Websites

1. ClickZ Marketing News (online) Available from:
<http://clickz.com> (Accessed: 26-08-2012)
2. E-marketer Digital Intelligence (online) Available from:
<http://www.emarketer.com> (Accessed: 26-08-2012)
3. Brand Republic (online) Available from:
<http://www.brandrepublic.co.uk> (Accessed: 26-08-2012)
4. CIM, The Chartered Institute of marketing (online) Available from:
<http://www.cim.co.uk> (Accessed: 26-08-2012)
5. CIM, Papers and surveys (online) Available from:
<http://www.shapetheagenda.com> (Accessed: 26-08-2012)
6. MAD (online) Available from:
<http://www.mad.co.uk> (Accessed: 26-08-2012)
7. biz/ed (online) Available from:
<http://www.bized.co.uk> (Accessed: 10 August 2012)
8. The Economist (online) Available from:
<http://www.economist.com> (Accessed: 26-08-2012)
9. Red Herring, the Business of Technology (online) Available from:
<http://www.redherring.com> (Accessed: 26-08-2012)
10. Brand Republic (online) Available from:
<http://www.revolutionmagazine.com> (Accessed: 26-08-2012)
11. Tech Republic (online) Available from:
<http://www.techrepublic.com> (Accessed: 26-08-2012)

6. ASSESSMENT

SINGLE ASSESSMENT - Coursework 100%

Academic / Professional report

Almost all companies cannot ignore the accelerated growth of business activities taking place on the internet. With the year-on-year increase in spend from both consumer and business-to-business activities, selling and communicating in today's postmodern world, commonly involves Internet Marketing.

Write a comprehensive 4000 word professional / academic report addressing the issues below pertaining to Internet Marketing Management.

Choose a global organization and critique some of its products and services in relation to the principles of digital media, analyzing which key communication concepts are most prevalent and its strategic online positioning within its industry. (45%)

L01, L02

Develop a digital marketing campaign and make use of critically analyzed digital channels within the online landscape that may encompass SEO, mobile, social media or others pertinent, with the aim of repositioning key products and services. Taking on board the organizational culture, make recommendation and evaluations as to what marketing information systems and marketing audits you believe should be improved. (55%)

L01, L02

Assessment Criteria	Learning Outcomes	% of marks
The clarity, coherence and critical reflection of your written argument, showing that you have referred to a range of points of view and then developed and clearly stated your own argument for your ideas.	1,2	40%
Your choice of resources and the way in which you use them to support your argument and intellectually underpin your ideas with the ideas of others and through examples in real life situations.	1,2	40%
Your accurate use of the author/date Harvard referencing system. This criterion relates to whether you have used the author/date appropriately and accurately, not to whether you have made a good selection of resources.	1,2	10%
Your written presentation including appropriate use of headings to structure the work; grammar and spelling; page numbers; use of word count; writing style and labelling.	1,2	10%

