

MODULE CODE:	LCMB7010
TITLE:	Digital Marketing
DATED:	13/06/2018
LEVEL:	7
CREDITS:	20
JACS CODE:	N560

AIM(S)

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

LEARNING OUTCOMES

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

- 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;

- critically evaluate contemporary digital and e-issues affecting customers, intermediaries and marketers.

INDICATIVE CONTENT

- Scanning the digital marketing environment.

- Understanding and evaluating search and social media marketing.

- Appraising techniques to provide digital customer insight and management. The role of direct marketing in the digital era.

- Implications on governance and reputation management through consumer use of digital technology.

- Integrating digital marketing channels in the marketing communications strategy. Developing marketing strategy in the digital age.

- Future issues in digital marketing.

LEARNING AND TEACHING STRATEGY

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	40	20
Independent learning	160	80
Placement learning		
TOTAL	200	100%

ASSESSMENT

Assessment Component 1 - Coursework

Mode of assessment	Volume	Weighting
Essay	One 5000 words	100%

Assessment Summary

Activity type	Percentage
Written exam	
Coursework	100%
Practical	
TOTAL	100%

READING LIST

Module Code	LCMB7010		
Module Title	Digital Marketing		
Classification	Reading List entry		Electronic*
Essential	Chaffey,D.,Hemphill,T.,Edmundson, D(2018) Digital Business and E-Commerce Management, Pearson Education Limited.		Yes
Essential	Chaffey,D.,Chadwick,F (2012),Digital Marketing,Pearson Education.		Yes
Further	Ruszczyk, B., Lucas, K.,Warlick, S (2017),Take Your Marketing		Yes

	Online!: Proven Ways to Grow your Firm in the Digital Age. Wiley Online.	
Further	Sweetwood, A (2016) The Analytical Marketer : How to Transform Your Marketing Organization, Boston, Massachusetts : Harvard Business Review Press.	Yes
Further	Whittington,D(2018),Digital Innovation and Entrepreneurship,Textbook, University of York, Publisher: Cambridge University Press.	Yes
Further	Gay, R (2007) Online Marketing: a Customer-Led Approach, Oxford: OUP	Yes