



Unit Title	Marketing Broadcast Planning (blended)
FHEQ Level	Level 5
Unit Code	DGM20206
Credit Value	30
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	55	Independent study	185
Supervised access to Ravensbourne resources	20	Preparation for assessment	40
Total		300	

Unit Description

Any project can only succeed if planned, executed and delivered properly. Marketing Campaign Planning is an essential part of the business strategy. A marketing campaign looks at marketing activities to reach potential customers.

In order to maximise return on investment, it is essential to understand the lifecycle of broadcasting a campaign. A number of off-line and on-line channels will be studied during this unit and what impact they might have on the overall campaign outcomes. In order to develop an effective plan, it is essential to develop a 360 degree evaluation of the target market based on various strategic analysis tools, understanding the barriers to entry, when, where and why of the plan process and performance matrices.

This unit will provide you with an overview of market planning process and how to develop an efficient broadcasting campaign.

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

Unit Indicative Content

The aim of this unit is to support students in diagnosing and communicating the range of psychological factors that digital environments have on consumer behaviour. In order to achieve this, themes covered could include:

- Market, Customer and Competitor orientations
- Alternate orientations
- Responsible Marketing
- Market Planning Models
- Situation Analysis
- Reactive vs Proactive
- Blue Ocean vs. Red Ocean
- Barriers to effective campaign planning
- VRIN criteria
- Brand Equity Analysis
- Porter's Generic Strategy
- Stakeholder Analysis
- Role of agencies in campaigns
- Market Analysis techniques
- Alignment of marketing campaign with business objectives
- Marketing mix and positioning
- BCG Matrix
- Porters Five Forces Model
- PESTEL Analysis
- Value Proposition
- Communication Mix
- Implementation and Control
- Monitoring a marketing campaign
- Performance Matrix

Unit Aims

To identify appropriate campaign planning process

To understand internal and external marketing environment

To critically evaluate factors affecting strategic decisions in marketing campaigns

To apply key components of a marketing campaign

To conduct a post campaign success / failure evaluation

Unit Learning Outcomes

LO 1 Research/Inspiration

Analyse and interpret information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

LO 2 Concept/Ideation

Analyse research materials leading to the generation of the ideation and concepts that inform and lead to project development.

Related Principle: ORIGINATE

LO 4 (Pre) Production

Employ relevant knowledge of production skills alongside a grasp of the creative potential of a selection of processes, materials and methods that inform creative and academic practice.

Related Principle: COLLABORATE

LO 5 Presentation /Storytelling for Influence

Select and employ effective methods of presentation and communication of projects in considering the audience/client and the purpose of the work, whether in visual, oral or written form.

Related Principle: ADVOCATE

Learning and Teaching Methods

This unit will be delivered using a combination of:

- Lectures / Seminars
- Online activities
- Self-directed independent study
- Peer learning, group discussion, guest speakers

Assessment methods and tasks

Assessment tasks	Weighting (%) <i>(one grade or multi-grade unit)</i>
Portfolio	50%
Presentation	50%

Indicative Assessment Criteria

Plan, deploy and analyse the key elements of the marketing strategy and how they interrelate with business strategy. (LO4, LO5)

Analyse different strategies adopted by organisations to achieve business objectives. (LO5)

Explain and demonstrate processes involved in new product or service development. (LO5)

Compare and contrast various marketing planning models. (LO1)

Develop a marketing campaign plan and answer the following: (LO4)

Essential Reading list

Wood, Marian Burk. Essential Guide to Marketing Planning. Pearson, 2017.

Chaffey, D. and Smith, P.R. (2017) Digital marketing excellence: planning, optimizing and integrating online marketing. 5th edition. Abingdon, Routledge.

Recommended Reading List

Kaufman, I and Horton, C. (2014) Digital marketing: integrating strategy and tactics with values. Abingdon, Routledge.

Chaffey, D. and Ellis-Chadwick, F. (2019) Digital marketing: strategy, implementation and practice. 7th edition. Harlow, Pearson.

Bones, C. and Hammersley, J. (2015) Leading digital strategy: driving business growth through effective e-commerce. London, Kogan Page.