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| Unit Title | Introduction to Digital Marketing (blended) |
| FHEQ Level | Level 4 |
| Unit Code | DGM20102 |
| Credit Value | 30 |
| Unit Type | Subject |

| Learning Hours | | | |
|---|----|----------------------------|-----|
| Staff – Student Contact Hours | | Independent Study Hours | |
| Classes | 90 | Independent study | 170 |
| Supervised access to Ravensbourne resources | | Preparation for assessment | 40 |
| Total | | 300 | |

Unit Description

Marketing plays a key role in every organisation. Due to technological developments and fast access to communication resources such as the internet, the challenges and dimensions of Marketing are changing with equal pace.

This unit will look at the technical developments within Digital Marketing alongside a range of marketing theories and practices. The unit will also explore some emerging technologies which are disrupting the marketing landscape.

With wide adoption of digital devices and tools over past few years, the marketing landscape has significantly changed. Traditional marketing methods are evolving and new disruptive methods are being explored to reach out to the target markets. Availability of data on behaviours and lifestyle has enabled the digital marketers to personalise the campaigns. Using advanced tools and techniques, there are lots more opportunities to evaluate customer requirements and preferences.

Marketing plays an important role in driving success and delivering results. Constant monitoring and good understanding of customer behaviour results in better outcome of desired goals compared to a generic marketing campaign.

This unit will underpin the knowledge about technologies behind digital marketing campaigns and how various technologies provide better personal experience to potential and existing customers.

The unit will embed marketing theories with digital knowledge and provide an overview of the current and future landscape in running successful marketing campaigns with the help of technology.

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 unit will look at different dimensions of marketing framework which include the business strategy, research and planning, available tools including hardware and software, monitoring and evaluation etc.

Marketing Concepts

- Introduction to Digital Marketing
- Marketing objectives in an organisation
- Drivers and barriers to digital marketing
- Digital marketing trends and strategies
- Market segmentation
- Digital marketing channels
- Consumer Behaviour in Digital Landscape
- Gathering market information
- Marketing mix and customer needs
- Role of emerging technologies in marketing
- Social media and marketing
- 7Ps, Product, Price, Place, Promotion, Process, People, Physical
- Branding and Advertising

Digital Concepts

- Digital communication methods
- Digital medium TV, Film, Radio, Mobile
- E-Commerce models
- Smart devices, Mobile and IoT
- Artificial Intelligence and Machine Learning
- Location-based marketing
- Big data, Data scrapping and Social Media
- Virtual and Augmented Reality
- Advantages of digital – reach and availability etc.
- Personalisation with CRM and other techniques
- Mobile and real-time marketing

- Online and offline marketing
- Games, apps, websites and social media
- Customer awareness and buying choices
- Business to Business technologies
- Online warehousing and merchandising
- Ethics in digital reviews

Unit Aims

To understand marketing objectives and relevance to the organisation

To understand various marketing strategies and techniques

To apply market research and planning techniques

To research disruptive technologies for digital marketing

To analyse how digital marketing may have changed traditional brick and mortar business models

Unit Learning Outcomes

(to be selected from the Mini Manual)

LO 1 Research/Inspiration Demonstrate your capacity for information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

LO 4 (Pre) Production

Identify, select and apply an appropriate selection of processes, materials and methods that inform creative and academic practice.

Related Principle: COLLABORATE

LO 5 Presentation /Storytelling for Influence

Evidence effective communication of projects, whether in visual, oral or written form.

Related Principle: ADVOCATE

LO 6 Critical and creative mindsets Demonstrate enquiry into what makes good practice - both creatively and academically

Related Principle: ORIGINATE

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 | 40% |
| Presentation | 60% (market research and planning) |

| Indicative Assessment Criteria |
|---|
| <p>Examine possible digital marketing strategies and channels for a given scenario or based on case studies (LO1)</p> <p>Critically analyse and evaluate the key elements of the marketing function and how they interrelate with other functional units of an organisation (LO4)</p> <p>Evaluate the effectiveness of various marketing techniques (LO1)</p> <p>Apply market research and planning techniques and design a strategic marketing plan that applies the use of the 7Ps to achieve overall marketing objectives (LO5, LO6)</p> <p>Research emerging technologies for digital marketing (LO1)</p> |

Essential Reading list

Kotler, P., Armstrong, G., Harris L. and Piercy, N. (2016) Principles of marketing. 7th European edition. Harlow, Pearson.

Kingsnorth, S. (2019) Digital marketing strategy: an integrated approach to online marketing. 2nd edition. London, Kogan Page.

Recommended Reading List

Jobber, D. and Ellis-Chadwick, F. (2019) Principles and practice of marketing. 9th edition. Maidenhead, McGraw-Hill.

Smith, P.R. and Zook, Z. (2019)
Marketing communications: integrating online and offline, customer engagement and digital technologies. 7th edition. London, Kogan Page.

Dibb, S., Simkin, L. Pride, W. and Ferrell, O.C. (2019) Marketing concepts and strategies. 8th edition. Boston, Cengage.

Hanlon, A. (2019) Digital marketing: strategic planning & integration. London, Sage.