

Module Details	
Module Title:	Digital Marketing Strategy and Analytics
Module Code:	MAR7506-B
Academic Year:	2019-20
Credit Rating:	20
School:	School of Management
Subject Area:	Marketing
FHEQ Level:	FHEQ Level 7 (Masters)
Pre-requisites:	
Co-requisites:	

Contact Hours	
Type	Hours
Lectures	12
Seminar	24
Directed Study	164

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 2 (Feb - May)

Module Aims
For many organisations digital marketing has evolved from a set of tactical actions into a significant element of strategy. This module will provide you with an in-depth consideration of digital marketing capabilities that can be embedded within strategic marketing planning.

Outline Syllabus
Digital Marketing fundamentals, micro and macro environments, digital marketing strategy, impact of digital media on the marketing mix, Relationship marketing using digital platform, online customer experience delivery, Campaign planning for digital media, digital marketing communications channels, evaluation and performance enhancement of digital channels

Learning Outcomes	
1	Digital Disruption Understand the strategic implications of the disruptive digital environment.
2	Digital Disruption Generate relevant insights into key emerging themes within the digital marketing environment
3	Digital Planning □ Develop strategic recommendations in response to the need to acquire, convert and retain customers.
4	Digital Planning □ Deliver an agile response to changing customer behaviours.
5	Delivering Success □ Know how to manage and optimise key channels and content within a digitally enhanced strategic plan.
6	Delivering Success □ Apply key digital measures to analyse social, sentiment, search and site behaviour.

Learning, Teaching and Assessment Strategy
A mixture of lectures and seminar Summative Coursework

Mode of Assessment				
Type	Method	Description	Length	Weighting
Summative	Coursework	Individual assignment based on a given scenario and an organisation of choice (3000 words)	0-3000 words	100%
Formative	Classroom test	Classroom test with MCQ	10 minutes	%

Reading List
To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html .

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.