

Module code	LBM723	Level	7
Module title	Digital Marketing and Analytics in Luxury	Credit value	10
Programme(s) on which the module is taught	MA Luxury Brand Management	ECTS Credits	5
		Notional learning hours	100

1. Pre-requisite modules

None

2. Module aims and objectives

Over the past decade a brand-new mass medium has made a dramatic appearance, and the internet has drastically changed all traditional business models. In the luxury industry there has been forceful questioning about how to approach and integrate this powerful channel of mass communication into the intimacy of an exclusive luxury brand strategy.

This module gives students a practical understanding of the key elements of digital

marketing communications with a focus on mobile marketing, email marketing, display and native advertising and affiliate marketing. It also applies this within the luxury industry so that brand intelligence, strategic skill and business vision can be sustained through value creation online as well as offline.

Upon completion of this module students will understand how and when each element can most effectively be used and for what kind of marketing objectives each is suited. This is a practical, hands on module in which students will learn by doing, using each of the tools discussed. The module covers the setting up of campaigns as well as how the results of each campaign element can be monitored and assessed using appropriate analytics tools. The emphasis will be on helping students to understand how all the different elements of the digital marketing communications mix can work together as part of an integrated campaign and how analytics can help both optimise campaigns prior to execution as well as assess results and ROI as the campaign runs.

This module builds on the general understanding of marketing and consumer behaviour theory that students developed in the Luxury Marketing module by enabling them to delve deeper into the heart of digital marketing practice in the luxury field. Elements of both social media marketing and web marketing (including PPC and SEO) will also be touched on.

3. Learning outcomes

A) Knowledge and understanding

Upon successful completion of this module the students will be able to:

- A3. Demonstrate an understanding of relevant business management theoretical and methodological approaches. Know how to design and conduct market and product research,

use data and interpret results in an ethical way. Understand how to adapt brand and marketing plans to different market and cultural contexts, conscious of the complexity and ambiguity of the environment.

B) Skills

Upon successful completion of this module the students will be able to:

- B2. Develop creative and innovative skills and be able to apply them to luxury brand management. Connect the known and the unknown, adapting to change, uncertainty and work fluidly across disciplines. Manage creative tension, generating fresh, sustainable, ideas. Adopt an entrepreneurial approach to problem-solving, applying knowledge inventively.
- B3. Think strategically to develop research and creative briefs. Assess demand, plan and prioritise in working with own and other organisations. Use appropriate quantitative and qualitative research methods. Exercise judgement in translating ideas into products and service systems. Formulate appropriate go-to-market strategies based on analysis of sometimes complex evidence.

4. Indicative content

Principles of Digital Marketing and Analytics

Market Research, STP in Luxury and Development of Personas,

Customer Journey Mapping

Digital Strategy Formation (RACE), Formulating Digital Objectives

Content Marketing, Media types and UGC

User Experience (UX) and User Centred Design

Social Media Marketing and Analytics

Email Marketing: Automation and Analytics

Mobile Marketing: Proximity, Apps, SMS, Banners, Geolocators, Search etc.

Video and Display Ads, SEO, PPC, Google Analytics, Web Analytics

5. Learning and teaching methods

The emphasis in this module is on giving students hands-on experience and knowledge in digital strategy planning and analytics. Students will be exposed to multiple scenarios of strategic decision making in relation to media choices, communication channels and content in luxury context. The sessions will be interactive with solution focused and practice-oriented activities. Collaborative learning environment will boost the critical thinking, enhancing independent study skills and supporting the learning of others. Students will be using computers during the seminars/workshops as well as in collaborative group tasks. The students will have contact hours as well as time allocated for independent study.

The students will gain new theoretical insights from the core areas of the module and will be able to apply on practical situations. Weekly activities will help to formulate and prepare towards the key areas of the assessment.

All modules will be delivered in line with the Business and Management pedagogic principles below:

BAM Pedagogic principle	How it applies to this module
1. Education Technology	Students will be engaging via LinkedIn digital learning platform for subject related tutorials through the free access provided by the university. The portfolio planning and application will be conducted via various social media platforms, including Facebook, Instagram, Twitter. Analytical platforms such as Google Analytics, Hootsuite. In addition to this, discussion boards will be available on Blackboard to address any ongoing debates or questions.
2. Multicultural and diversity	Students from diverse backgrounds will be working together through collaboration and teamwork, gathering secondary data, analysing and presenting findings on contextual and cultural diversification in the luxury sector.
3. Solution focused and practice oriented	Weekly workshops and seminar activities. The students will be assessed according to the level appropriate critical thinking, problem solving and practice-oriented portfolio.
4. Integration of learning	Case studies, in-class presentations, participation in weekly debates, discussion boards.
5. Assessment for learning	Portfolio in a report format.

This is an example of the notional learning hours for this module:

10 credit module – 100 learning hours	
Directed learning	33 hours
Lectures	11
Seminars	11
Workshops	11
Collaborative Learning (outside the classroom)	10 hours
Tutorials (group work)	10
Self-directed learning	57 hours
Preparation for class	12
Self-study after class	12
Preparation for assessments	18
Assessment	15
Total	100

6. Assessment and relative weightings

Formative assessment - 15 min group presentation

The students will work in groups and conduct market research from a luxury brand. Students will identify target audience for the social media campaign and introduce the creative idea.

Summative assessment - Portfolio (Digital Media Campaign), Group assessment, 3000 words (+/- 10%) (100% TMM)

The students will develop a digital media campaign plan for a luxury brand and submit a portfolio.

7. Mapping of assessment tasks for the module

Assessment tasks	Learning outcomes							A3	B2	B3
Summative assessment - Portfolio (Digital Media Campaign)								x	x	x

8. Key reading

Core textbooks

Chaffey, D. and Ellis-Chadwick, F., 2019. Digital marketing. Pearson UK.
Hanlon, A., 2019. Digital marketing: strategic planning & integration. SAGE Publications Limited.
Hemann, C. and Burbay, K., 2013. Digital marketing analytics. Making sense of consumer Data in a digital world. Que Publishing.

Further reading

Chaffey, D. and Smith, P.R., 2017. Digital marketing excellence: planning, optimizing and integrating online marketing. Taylor & Francis.
Gothelf, J., 2013. Lean UX: Applying lean principles to improve user experience. " O'Reilly Media, Inc."
Kingsnorth, S., 2019. Digital marketing strategy: an integrated approach to online marketing. Kogan Page Publishers.
Kaushik, A. (2010). Web Analytics 2.0: the art of accountability and science of customer centricity. Indianapolis: Wiley Publishing Limited.
King, A. B. (2008). Website optimization. Sebastopol, CA : O'Reilly Media Inc.
Kingsnorth, S., 2019. Digital marketing strategy: an integrated approach to online marketing. Kogan Page Publishers.
Krug, S., 2018. Don't make me think!: Web & Mobile Usability: Das intuitive Web. MITP-Verlags GmbH & Co. KG.
Sponder, M. and Khan, G.F., 2017. Digital analytics for marketing. Routledge.

Other resources

Relevant Academic Journals

International Journal of Social Media and Interactive Learning Environments
Journal of Digital & Social Media Marketing
Journal of Marketing
Journal of Marketing Research
Journal of Consumer Research

Journal of the Academy of Marketing Science
Marketing Science
Harvard Business Review
Journal of Advertising

Relevant Websites/Links

<https://www.smartinsights.com/>
<https://moz.com/facebook>
<https://adespresso.com/blog/>
<https://neilpatel.com/blog/>
<https://blog.bufferapp.com/>
<https://blog.hootsuite.com/>
<https://www.socialmediatoday.com/>
<https://www.socialmediaexaminer.com/>
<https://mashable.com/category/social-media/?europe=true>
<https://www.forbes.com/social-media/>
<https://www.copyblogger.com/social-media-marketing/>
<https://contentmarketinginstitute.com/topic/social-media/>
<https://www.w3.org/standards/webdesign/htmlcss.html>