Module code	MKT7A6		Level	7
Module title	Integrated Digital Marketing Communications & Analytics		Credit value	20
			ECTS* Credits	10
Programme(s) on which the module is taught	MSc Digital Marketing & Analytics		Notional learning hours	200

1. Pre-requisite modules or specified entry requirements

None

2. Module aims and objectives

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.

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 will be a practical, hands on module in which students will learn by doing, using each of the tools discussed themselves. 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 optimize campaigns prior to execution as well as assess results and ROI as the campaign runs.

Links to other modules:

This module builds on the general understanding of marketing and consumer behaviour theory that students developed during semester one by enabling them to delve deeper into the heart of digital marketing practice. The module has been designed to blend with the Social Media Marketing and Analytics module as well as the Web Marketing and Analytics module. Elements of both social media marketing and web marketing (including PPC and SEO) will be touched on in this module and developed in more detail in their own dedicated modules.

3. Learning outcomes

A. Knowledge and understanding

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

A1. Operate in complex and unpredictable and/or specialised contexts, requiring selection and application from a wide range of advanced techniques and information source. Ethically

undertake analysis of complex, incomplete or contradictory evidence / data and judge the appropriateness of the enquiry methodologies used. Recognise and argue for alternative approaches

A2. Flexibly and creatively apply knowledge in unfamiliar contexts, synthesises ideas or information in innovative ways, and generates transformative solutions taking into consideration the global dimensions, change and management across cultures. Act with initiative in decision-making and accessing support within professional or given guidelines, accepting full accountability for outcomes.

A3. Have a deep and systematic understanding within a specialised field of study and its interrelationship with other relevant disciplines. Demonstrate an understanding of current theoretical and methodological approaches and how these affect the way the knowledge base is interpreted.

B. Skills

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

B1. Lead groups and teams in selected tasks and negotiate positions in a variety of contexts.

B2. Ethically design and undertake substantial investigations to address significant areas of theory and/or practice. Select appropriate advanced methodological approaches and critically evaluates their effectiveness.

4. Indicative content

- Integrated marcomms (POEM, SOSTAC)
- Campaign in action integrated with IMC planning model
- Hierarchy of objectives (campaign types and decision stages)
- Communications objectives and metrics
- Digital strategies (fame/brand led campaigns vs conversion/response)
- Targeting and personas – integrating media/objectives
- Digital Tactics (outreach and link building, amplification and push/pull)
- Assignment Workshop 1: Integrating social media in campaigns
- Advertising (measurement and media metrics)
- Advertising planning: VISITING LECTURER (publisher)
- Assignment Workshop 2 (review drafts)
- Assignment Workshop 2 (review drafts)
- Personalisation (web pages/email/retargeting)
- Advertising planning: VISITING LECTURER (agency)
- Content marketing (SEO and CRO)
- Campaign game: Trump card solutions for three live campaigns
- Budgeting and performance measurement
- Attribution modelling (performance measurement using campaign software)

5. Learning and teaching methods

Each week, students will be given a varied guidance and challenge session in a directed learning approach, chiefly to direct their learning and support their understanding. This variety is intended to drive engagement and will typically take the form, as appropriate of:

- Short lecture input
- Group research and report work
- Seminar work
- Tutorial work
- Case preparation
- Challenge-based tasks
- Assessment preparation and feedback (formative work)
- Technology supported work (chat/e-portfolio etc.)
- Guest presentations
- Accompanied/independent visits to venues/experience centres

Students are expected to conduct self-directed learning, which includes preparation for class, self-study after class, preparation for assessments and assessments.

This module will be delivered in line with the BAM pedagogic principles (see programme handbook for full details). Specifically, for this module:

BAM Pedagogic principle	How it applies to this module
1. Education Technology	Students will be exploring the advances in technologies and their impact on digital business across different business sectors.
2. Multicultural and diversity	Classes will include discussions of issues of multiculturalism and diversity specifically as they pertain to modern day marketing.
3. Solution focused and practice oriented	The module is highly practice-oriented, and students will be putting into practice their learning in the form of two practical assessments replicating real-world business challenges.
4. Integration of learning	Classes have a practical focus and students will be building on their integrated learning as the module progresses.
5. Assessment for learning	The assessment is designed to replicate a real-world understanding of digital business successes and their challenges.

The notional learning hours for this module are:

20 credit module - 200 learning hours	
Directed learning	**40 Hours**
Lectures and seminars	40
Indicative Collaborative Learning (non-directed)	**18 Hours**
Guest speaker / workshop	3
Tutorials (1:1 and group)	15
Indicative Self-directed learning	**142 Hours**
Preparation for class	22
Self-study after class	30
Preparation for assessments	60
Assessment	30
Total	**200**

6. Assessment and relative weightings

Formative assessment

Students will work on the development of an integrated digital marketing campaign during the module. They will have several opportunities to get peer, client and tutor feedback on their progress at regular intervals during the semester.

Summative Assessments

Summative Assessment 1: Digital marketing campaign, Group assessment, 20-minute group presentation, group campaign plan 3500 words (+/- 10%) and individual self-reflective statement, 200 words (+/- 10%) (50% TMM)

Working in small groups (possibly between 3-4), students will develop their own digital marketing campaigns. The group will submit a detailed written campaign plan (indicative word count, 3500 words). The marks for this assignment will be split between a group grade and an individual grade. Individual grades will be based on each person's performance in the presentation, on the peer assessment and on overall contribution to the written report.

Marks for this project will be allocated as follows:

- 40% group mark based on the report
- 40% group mark based on presentation (indicative length 20 minutes)
- 20% individual mark based on a short self-reflective statement of their contribution to the group project (indicative wordcount 200 words).

Summative Assessment 2: Campaign analytics project, Individual assessment, 2000 words (+/- 10%) (50% TMM)

Students must work on an analysis of a successful social media communication campaign. The campaign has to be recent (no more than 2 years old) and have an online and offline presence. Students must use theoretical context and develop their argument on the effectiveness and efficiency of the campaign based on specific Key Performance Indicators.

7. Mapping of assessment tasks to level learning outcomes					

Assessment tasks	Level Learning outcomes				
	A1	A2	A3	B1	B2
Assessment 1: Digital marketing campaign	X	X	X		X
Assessment 2: Campaign analytics project	X	X		X	

8. Key reading list

Core textbook

Percy, L. (2018) Strategic Integrated Marketing Communications, 3rd edition, London: Routledge

Further reading

Chaffey, D., & Ellis-Chadwick, F. (2015). Digital marketing: strategy, implementation and practice (6th ed.). Harlow: Pearson.

Clow, K. E., & Baack, D. (2016). Integrated advertising, promotion & marketing communications (7th Ed). Upper Saddle River, N.J: Pearson Prentice Hall.

Flores, L. (2014). How to measure digital marketing: metrics for assessing impact and design success. London: Palgrave Macmillan.

Other resources

Websites

Techcrunch: The home of "news, information & resources for the Connected Generation". This site describes itself as "dedicated to obsessively profiling startups, reviewing new Internet products and breaking tech news". www.techcrunch.com

Think With Google: Digital innovation continues to propel the marketing industry forward, and the pace is mind-blowing. As marketers, we rely on data, analysis and insights to stay informed and inspired. Think with Google is Google's way to share all of this and more with you. This is a resource for everything from high-level insights to deck- ready stats to useful tools. Here you will find the data Google is exploring and the trends they're tracking along with forward-looking perspectives and behind-the-scenes looks at digital campaigns — across industries, platforms and audiences. www.thinkwithgoogle.com/about

Google Planning Tools This is a collection of resources for digital planners recommended by Google with an excellent range of different tools. www.thinkwithgoogle.com/tools

www.brandrepublic.com

www.thedrum.com

www.marketingweek.co.uk

www.econsultancy.com

www.theidm.com

www.marketingmagazine.co.uk

www.adage.com

www.mashable.com

The following organizations release regular technology industry reports:

Gartner: Delivers technology research to global technology business leaders to make informed decisions on key initiatives. www.gartner.com .

PWC: The world's second largest professional services network with a dedicated technology group. www.pwc.co.uk

Internet Advertising Bureau (IAB): The trade association for online and mobile advertising.

www.iabuk.net

Forrester: Works with business and technology leaders to develop customer- obsessed strategies that drive growth. www.forrester.com

Journals

Journal of Marketing Communications

Journal of Direct, Data and Digital Marketing Practice

Journal of Digital and Social Media Marketing

Journal of Research in Interactive Marketing

Journal of Interactive Marketing