

Module code	MKT707			Level	7
Module title	Marketing Campaigns and Digital Communications				
Status	Core				
Teaching Period	Autumn				
Courses on which the module is taught	MSc Digital Marketing and Analytics				
Prerequisite modules	None				
Notional learning hours	200	Credit value	20	ECTS Credits	10
Field trips?	You might be taken on industry visits or field trips, and they may change during the course of term. These trips will be optional and proposed as a way of extending student learning and industry experience. The cost of entry to such visits will be paid for by the university.				
Additional costs	n/a				
Content notes	n/a				

Module description

In an era of high competition and constantly changing consumer behaviours and needs, marketers need to create impactful marketing campaigns to communicate their brand personality and offerings. This module will prepare you with the necessary knowledge and skills to address this. Through an exploration of historical and contemporary theories of marketing in response to technological advances such as Artificial Intelligence, digital channels, and tools, you will be able to critically assess and design innovative marketing campaigns that align with shifting consumer trends. Critical environmental factors are considered in an age where sustainability is key.

Learning Outcomes

Upon successful completion of this module, you will be able to:

Collaboration (MLO1)

Lead and negotiate professional networks to solve business and marketing challenges in complex and ambiguous situations by developing marketing campaigns.

Discipline Skills (MLO8)

Combine and employ advanced knowledge in theories and tools in marketing to propose practical solutions for fulfilling key objectives

Interdisciplinary Perspectives (MLO9)

Integrate different disciplinary approaches from branding, marketing, and consumer psychology in proposing insights into multifaceted complex business scenarios.

Human & Environmental Impact (MLO10)

Evaluate the impact of campaign outcomes in context of sustainability and the environment

Learning and teaching methods, and reasonable adjustments

The teaching and learning strategy consists of micro lectures, and workshops. Micro lectures are used to communicate key theories and practices on branding theory while the workshops involve case analysis with an emphasis on applying theoretical knowledge to real-life situations. workshops are also used to discuss brand management issues, often via case studies. Formative feedback is provided in tutorials. Directed study takes the form of reading and group discussion outside of class. Field visits and guest lecturers will be drawn upon to enhance your learning. All module materials will be made available to you via the University's VLE including journal articles, on-line videos, and selected book chapters.

Learning hours			200
Directed learning			48
Classes/ Seminars/ Lead Events			
	48		
Guided/Self-guided learning			152

Students seeking reasonable adjustments should consult the current Disability Policy:

<https://www.regents.ac.uk/policies>

Assessments and weighting, reasonable adjustment, and feedback methods

Assessment component 1: Report, 50%, a maximum of 2000 words or equivalent

Working individually, you will analyse an integrated marketing communications campaigns to derive key success factors, including those linked to the environment and sustainability.

Assessment component 2: Presentation (Group Assessment), 50%, a maximum of 20 minutes or equivalent

Working in a group, you will be responsible for creating an integrated marketing communications campaign to resolve a business challenge or fulfil specific marketing objectives.

Allocation of marks for group work will be specified in the module assignment brief.

Mapping of assessment tasks:

Assessment components	MLO1	MLO8	MLO 9	MLO10
Individual Report		x	x	
Group Presentation	x		x	x

The above assessment components are summative. You will have the opportunity for formative assessment and feedback before each summative assessment.

Indicative resources

Chaffey, D. and Smith, P.R. (2022) *Digital marketing excellence: planning, optimizing and integrating online marketing*. Routledge.

Kingsnorth, S. (2022) *Digital marketing strategy: an integrated approach to online marketing*. Kogan Page Publishers.

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

Online Resources

[TechCrunch | Startup and Technology News](#)

[Gartner | Delivering Actionable, Objective Insight to Executives and Their Teams](#)

[Internet Advertising Bureau \(IAB\) UK](#)

[Forrester | Helping Organizations Grow Through Customer Obsession](#)