

Module Details	
Module Title	Digital Campaign Planning and Content Management
Module Code	MAR6014-B
Academic Year	2024/5
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 6

Contact Hours	
Type	Hours
Lectures	24
Tutorials	12
Directed Study	162

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1

Module Aims
<p>This module aims to encourage students to create integrated inbound marketing campaigns with digital marketing at the heart for maximising campaign reach, interaction, response and return on investments (ROI). This module also aims to encourage students to be able to evaluate the various digital marketing channels available to organisations, as well as formulate a digital marketing strategy.</p>

Outline Syllabus
<ul style="list-style-type: none"> - Introduction to digital marketing. - Digital customers and models - Designing digital experiences - Traffic building - Customer lifecycle communications and CRM - Managing Digital Marketing - Creating outstanding, engaging, and shareable content - Digital marketing Plan - Review and select the right types of media for digital marketing campaign - Evaluate digital marketing campaign return on investments (ROI) using analytics and research

Learning Outcomes	
Outcome Number	Description
01	Describe and understand the core concepts of digital marketing campaign.
02	Identify, describe, and evaluate web-based key performance indicators in the context of digital marketing.
03	Demonstrate awareness of successful implementation of digital marketing campaign.
04	Critically assess organisations use of digital campaign.
05	Ability to generate digital marketing strategies in practice for an organisation
06	and 3c Understand the strategic trade-offs involved in setting digital marketing campaign.

Learning, Teaching and Assessment Strategy
<p>Lectures and assigned readings are used to disseminate materials exploring theory, concepts and techniques in Digital Campaign Planning and Content Management, and guest lecturers from industry will share their professional experience and knowledge. The module addresses ESD through content on ethics and CSR.</p> <p>In tutorials you will work in groups, analyse campaigns and case studies preparing and presenting solutions to communication challenges. All Learning Outcomes are supported by lectures, tutorials and associated reading.</p> <p>LOs 1 - 6 are summatively assessed by an individual assignment based on designing and planning an integrated communications strategy.</p> <p>LOs 4 - 6 are formatively assessed within tutorial activities. Oral formative feedback is given during tutorials and written summative feedback of the group assignment is provided after the assessment period.</p>

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Coursework - Written	Individual assignment based on a given scenario and an organisation of choice (3000 words)	100%
Formative	Presentation	Individual digital presentation on coursework plan	N/A

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.