

Digital Marketing, Branding and Strategy (DL)

Module Code:	MAR7018-B
Academic Year:	2018-19
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	5
Seminar	10
Tutorials	8
Laboratory	12
Directed Study	165

Availability Periods

Occurrence	Location/Period
DLD	University of Bradford / Full Year (Sept - Aug)
DLC	University of Bradford / Full Year (Sept - Aug)
DLB	University of Bradford / Full Year (Sept - Aug)
DLA	University of Bradford / Full Year (Sept - Aug)

Module Aims

To develop a comprehensive understanding of the marketing concept and what it means in a digital environment.

Outline Syllabus

The marketing concept and orientation; its role within a digital business environment. How to balance conventional marketing with digital marketing. Introduction to strategic management. Difference between the design, planning and positioning schools. The external environment, industries and competition. From resources and capabilities to competitive advantage. From competitive advantage to competitive strategy. Developing competitive strategy. The relationship between strategy and marketing. The marketing environment and marketing planning; New forms of consumer and organisational buying behaviour; Market segmentation, targeting and positioning; Market Research: The marketing mix in a digital environment; Product concepts, service concepts, product portfolio, product life cycle, Branding, Brand story-telling skills, communications mix,; Marketing channels, and omnichannelling, retailing, distribution; Pricing and value, cost, competitor and marketing-orientated methods; Defining digital and social media marketing; How to use social media to benefit business; Evolution of digital technologies and changing consumer behaviour; Digital marketing strategy; Search Engine Marketing: Search Engine Optimisation and Pay Per Click Marketing; Email Marketing; Social Media Marketing: Blogging, microblogging, PPC & Display Marketing; Social networks; Funnelling and retargeting; Video/photo/content marketing; Affiliate marketing; Online PR; Digital Analytics and Performance Measurement; Programmatic and automation tools, Legal & Ethical Issues-Privacy & Security; Use of artificial intelligence. The role of marketing in internationalisation. Future developments: the application of Marketing research and Big Data analytics..Entrepreneurialism. Modern Marketing Model as a way of integrating digital and conventional marketing functions. The pitfalls and importance options generation and strategy implementation.

Module Learning Outcomes

On successful completion of this module, students will be able to...

- 1 Understand the differences, similarities and overlays behind the concepts of corporate identity, brand management and marketing for services and products.
- 2 Critically analyse and apply relevant aspect of the marketing concept to an organisation.
- 3 Assess the impact that 'digital' is going to have on the future of your organisation, with particular reference to stakeholder groups such as customers, employees, suppliers and shareholders.
- 4 Critically analyse the environment of an organisation from a strategic perspective and develop a creative organisational strategy taking into account relevant degrees of freedom.

Learning, Teaching and Assessment Strategy

Directed study by use of Study Books, pre-recorded lectures, talks and videos. Interaction through on-line discussion board, on-line multiple-choices questions and quizzes. The students also will be directed to further on-line activities and resources from the VLE. On-line interactive tutorials will be provided as a synchronous learning activity with the module leader or tutor.

To gain a firm understanding of the subject area and the key issues (as outlined in the syllabus) students will be required to access and engage with a variety of online resources (selected readings, video and audio resources) a designated set text and a module study book that sets out guided reading, self-assessment exercises, case studies and links to

additional resources. This relates to module learning outcome 1 & 2. In addition students attend a series of tutorial sessions. These sessions allow the students to reflect on their learning further applying key academic and practitioner based models and frameworks thereby gaining a detailed understanding. This relates to module learning outcomes 3 & 4. Students have the opportunity to complete a series of online MCQ exercises for each module unit studied. (MLOs 1 - 2) After completing the questions students receive instant feedback on their performance. In addition to this there is the option of completing 2 formative tasks. These tasks involve answering a question(s) on a key issue/theory relating to the module. Written feedback is provided by the module tutor. This relates to module learning outcomes: 3, 4 and 3. The individual assignment is designed to test students' this relates to module learning outcomes 1-4. The assignment allows students to gain an understanding of the subject and explores a number of areas within the module by applying their learning to a real company.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Formative	Examination - MCQ	On-line Assessment	1 hour	%	No
Summative	Coursework		0-4000 words	100%	Yes
Formative	Coursework	Assignment with feedback	0-1000 words	%	No

Legacy Code (if applicable)

Reading List

To view Reading List, please go to [rebus:list](#).