Digital Marketing

Introduction to the Module

Zach Thompson

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- Senior lecturer in Marketing

- Experienced lecturer and consultant working internationally for many businesses and charities, assisting with digital marketing and branding

- MBA with distinction, BSc Business Management and IT (First Class Honours), PGCAPHE

- Fellow of the Higher Education Academy

- Research interests are in the areas of branding, and social psychology.

- Full member of the IDM

Contents

1. Coursework
2. The syllabus and structure

Assessment

1. Video Presentation – 50%
2. Reflection – 50%

1. Coursework – Component A

A – Presentation (50% of your mark)

What you need to include in your presentation

1. Introduction

2. Visibility technique

3. Creative idea/s

4. Measurement

Final Presentation Deadline

23 April 2019, 2pm

Other requirements

- Submit it to Blackboard via Kaltura

- Must show your face (as well as presentation slides)

- 15-16 minutes

- Practical recommendations

- Supported by theory/concepts from the module

Marking Grid

What marker will look for	Introduction: A clearly presented video following an appropriate structure 10%	Visibility techniques: Consideration of the way your target audience will discover your content 30%	Creative ideas: Use of the chosen media in a way that will appeal to the target audience 40%	Measurement: An explanation of the data your activity will generate and how this will be used 20%
70% +	An excellent introduction to the organisation, with an explanation of its products or services, SMART objectives, and excellent information on the market that it is aiming to reach. Very clear structure for presentation of campaign content. **7-10 marks**	Excellently explained process for optimising visibility, applying relevant concepts and tools. Comprehensive consideration of relevant psychological theory. **21-30 marks**	Excellently explained choice of platform/s and appropriate functionality to engage a specific target audience. Comprehensive understanding of the psychological appeal that the content will have. **28-40 marks**	Excellent understanding of the type of data to be generated, plus ways of capturing this. Thorough consideration for how this data will be used. **14-20 marks**
	Good/very good introduction to the organisation, with an explanation of its	Good/very good process for optimising visibility, applying relevant concepts and	Good/very good choice of platform/s and functionality to engage a specific target	Good/very good understanding of the type of data to be generated, plus

1. Coursework – Component B

B – Reflection (50% of your mark)

What you need to include in your reflection

1,500 - 2,000 words, covering:

1.   Literature that influenced your strategy
2.   The ethics of your ideas

Final Reflection Deadline

30 April 2019, 2pm

Other requirements

- Submit it to Blackboard

- UWE Harvard referencing

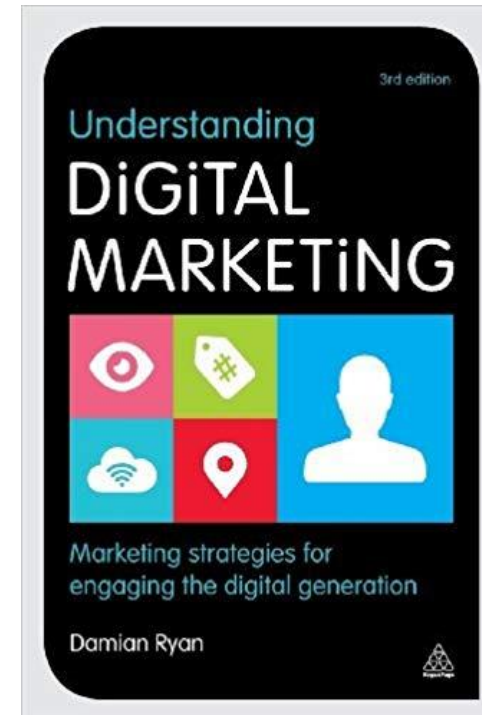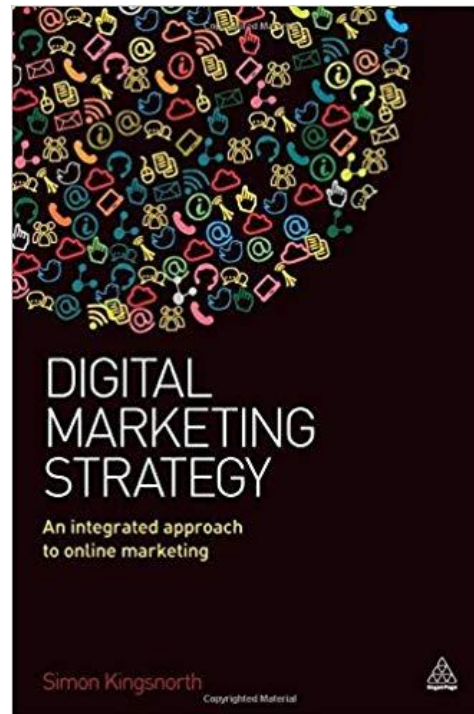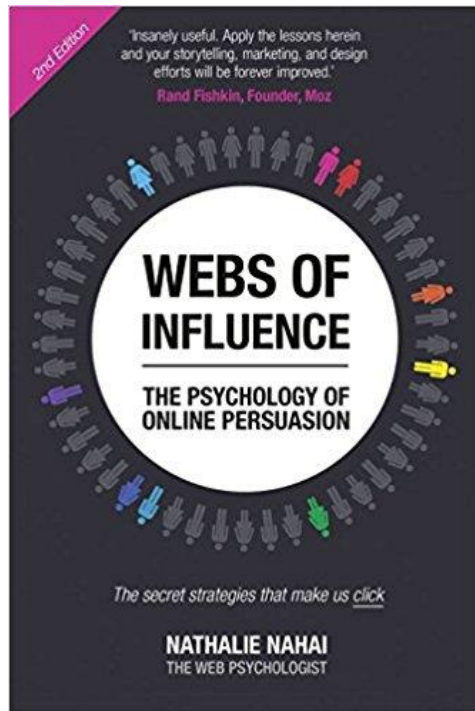- 2,000 words maximum

Marking Grid

What markers will look for	Strategy: Use of the literature to identify and explain the strategy behind this activity 60%	Ethical consideration: Consideration of the potential ethical problems and ways of mitigating criticism 40%
70% +	Excellent critical engagement and use of appropriate literature. A very clear strategic approach, explaining how the elements of the activity are linked together. A well defined group of people to communicate with, plus discussion of the way this audience is likely to respond to the activity. Thorough consideration of how data will be used and analysed. **42-60 marks**	Excellent identification of potential pitfalls, with appropriate consideration of the specific methods being recommended from a legal and cultural perspective. **28-40 marks**

2. Module Structure

Talk to me…

- Office hours (mine are 12pm-2pm Mondays)

- Drop in tutorials in weeks 10 and 11:

Textbooks

Other Sources

Other Resources

- Blackboard!!
- Econsultancy.com
- blog.hubspot.com/marketing
- emarketer.com
- smartinsights.com
- Udemy

Structure

Week	Study Unit	Lecture	Tutorial
21-Jan	1	Welcome to Digital Marketing	Introductions and assessment discussion
28-Jan	2	Modern Marketing	Digital growth exercise
04-Feb	3	The Digital Landscape/ Population	Consumer Barometer
11-Feb	4	Organic Search	Google SEO, search console, trends
18-Feb	5	Paid Search	Google Ads
25-Feb	6	Mobile and Email	Content marketing and direct messaging
04-Mar	7	Online Influencers	Free social media tools
11-Mar	8	Web Dev and Optimisation	Drop in for formative feedback (book a time through Google doc)
18-Mar	9	Persuasive Content/ Advertising Online	Drop in for formative feedback (book a time through Google doc)
25-Mar	10	Digital Strategy	Development of ideal online customer journey
01-Apr	11	Evaluating Performance	Google Analytics
08-Apr	12	Revision	Assessment Q&A

Questions?

bit.ly/2TEFqFP