

Unit 24: Digital Marketing

Unit code D/508/0538

Unit level 5

Credit value 15

Introduction

The aim of this unit is to introduce students to the major developments taking place in digital marketing. It will enable students to develop an understanding of how organisations use various digital tools and techniques to engage their customers and maintain a competitive advantage. This unit is designed to provide students with the knowledge and tools to work at part of a digital marketing team or go on to study more in this specific area.

Digital marketing is now a major component of all successful marketing organisations. However, with the landscape continually evolving, it is important for marketers to stay ahead of their competitors and deliver cutting-edge digital marketing approaches and strategies.

Learning Outcomes

By the end of this unit a student will be able to:

- 1 Demonstrate an understanding of the opportunities, challenges and impact of the digital environment.
- 2 Examine key digital tools, platforms and channels, comparing and contrasting bricks and mortar and other physical channels.
- 3 Determine how to organise digital marketing activities and build multi-channel capabilities in an organisation.
- 4 Evaluate methods of monitoring and measuring digital marketing effectively.

Essential Content

LO1 **Demonstrate an understanding of the opportunities, challenges and impact of the digital environment**

The digital environment:

Define what we mean by digital marketing providing an overview of the digital landscape.

The differences between online and offline marketing concepts.

Describe the key benefits of digital marketing.

Opportunities of digital marketing:

The importance of customer insight and understanding in developing effective digital marketing activities.

Rise of online consumer power.

Challenges and impacts of digital marketing:

The shift from brands and suppliers to customers and their experience of the brand.

The impact of negative publicity and meeting customer expectations in the digital age.

How to track and monitor the multitude of different devices used by customers.

The competitive environment and rising above the 'noise'.

The growth of 'micro-moments' and their impact on business.

LO2 **Examine key digital tools, platforms and channels, comparing and contrasting bricks and mortar and other physical channels**

Digital tools, platforms and channels:

The use of digital platforms and the internet for revenue generation.

The role of digital marketing communications in relation to the 7Ps.

Different types of digital tools and digital hardware to support and enhance marketing.

Consumer life-cycle stages of digital adoption.

The growth of online transactions and e-commerce.

The role of different automated and non-automated sales and support activities

LO3 Determine how to organise digital marketing activities and build multi-channel capabilities in an organisation

Digital marketing activities:

The opportunities and challenges of a digital hardware landscape and the development of multi-channel platforms and online interchanges.

Digital marketing campaigns planning.

The use of omni-channel marketing to ensure the consistency of the consumer experience in every aspect.

LO4 Evaluate methods of monitoring and measuring digital marketing effectively

Monitoring and measuring techniques:

Measurement of digital campaigns using KPIs, measurable metrics and use of analytics platforms.

Procedures used for measuring digital campaigns.

Performance measures using online metrics.

Populations measures.

Learning Outcomes and Assessment Criteria

Pass	Merit	Distinction
<p>LO1 Demonstrate an understanding of the opportunities, challenges and impact of the digital environment</p>		
<p>P1 Present an overview of the digital marketing landscape and compare online and offline marketing concepts.</p> <p>P2 Determine and analyse the key consumer trends and insights that are fuelling the growth of digital marketing.</p>	<p>M1 Evaluate the opportunities and challenges facing the digital marketing landscape.</p>	<p>LO1 and LO2</p> <p>D1 Demonstrate critical analysis and evaluation of the digital marketing landscape and the impact of the growth of e-commerce.</p>
<p>LO2 Examine key digital tools, platforms and channels, comparing and contrasting bricks and mortar and other physical channels</p>		
<p>P3 Assess the key digital tools and hardware that are available to marketers in contrast to 'bricks and mortar' and other physical channels.</p> <p>P4 Examine the development of e-commerce and digital marketing platforms and channels in comparison to physical channels.</p>	<p>M2 Critically analyse the use of appropriate digital tools, both hardware and software, to use in a specific organisation context to meet their marketing requirements.</p>	

Pass	Merit	Distinction
<p>LO3 Determine how to organise digital marketing activities and build multi-channel capabilities in an organisation</p>		
<p>P5 Develop a digital marketing plan and strategy to build multi-channel capabilities.</p> <p>P6 Explain how omni-channel marketing has evolved.</p>	<p>M3 Apply the tools and techniques to plan an end-to-end omni-channel marketing campaign.</p>	<p>LO3 and LO4</p> <p>D2 Develop a coherent and logical digital marketing strategy and determine its implications. Generate an actionable measurement framework that can be applied in an organisational context.</p>
<p>LO4 Evaluate methods of monitoring and measuring digital marketing effectively</p>		
<p>P7 Determine and evaluate the measurement techniques and performance metrics in digital marketing.</p> <p>P8 Present a set of actions to improve performance in digital marketing.</p>	<p>M4 Critically evaluate application of key digital measurement techniques and performance metrics used in digital marketing.</p>	

Recommended Resources

Textbooks

CHAFFEY, D. and ELLIS-CHADWICK, F. (2012) *Digital Marketing: Strategy, Implementation and Practice*. 5th Ed. Harlow: Pearson.

CHAFFEY, D. and SMITH, P. (2012) *eMarketing eXcellence: Planning and Optimising your Digital Marketing*. 4th Ed. Abingdon: Routledge.

HEMANN, C. and BURBARY, K. (2013) *Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World*. Que Publishing.

TAPP, A, WHITTEN, I. and MATTHEW, H. (2014) *Principles of Direct, Database and Digital Marketing*. 5th Ed. Harlow: Pearson.

Links

This unit links to the following related units:

Unit 2: Marketing Essentials

Unit 22: Product and Service Development

Unit 23: Integrated Marketing Communications

Unit 41: Brand Management