1. **Title of the module**

BUSN5870 (CB587) Digital Marketing Strategy

1. **Division or partner institution which will be responsible for management of the module**

Kent Business School

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 5

1. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Autumn or Spring

1. **Prerequisite and co-requisite modules**

BUSN3700 Introduction to Marketing

1. **The course(s) of study to which the module contributes**

BSc Marketing and associated courses

BSc Management and associated courses

BSc International Business and associated courses

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 understand the threats, security and other, posed by digital marketing

8.2 demonstrate both knowledge and understanding of how the Internet and other platforms (e.g. mobile) support digital marketing

8.3 apply underlying business and marketing concepts to understand the relationship between digital marketing strategy and the wider organisation

8.4 critically evaluate how digital marketing strategy differs across business sectors

8.5 critically assess the key issues in the development and implementation of digital marketing strategy

8.6 demonstrate a critical appreciation of the importance, and limitations, of business models in digital marketing strategy

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1 plan, work and study independently using relevant resources

9.2 organise and present analysis as a considered viewpoint

9.3 find, select, organise and synthesise complex information

9.4 contribute effectively to organisational decision-making

9.5 prepare for a career involving digital marketing

9.6 work in interdisciplinary areas

1. **A synopsis of the curriculum**

This module aims to develop a critical understanding of the role of digital marketing in modern organisations. The module considers what digital marketing strategy means looking at a range of examples across business sectors. Core areas are looked at including the technologies which make digital marketing possible, the relationship between digital marketing strategies and the wider organisation, the key issues in the development and implementation of digital marketing strategies and the threats, security and other, posed by digital marketing.

Indicative topics are:

Enabling technologies for e-commerce: The Digital Marketing Environment, Digital Marketing Strategy; The Internet and the World Wide Web; Mobile platforms; Dot com and multi-channel; Social Media and Web 2.0; Database and data warehouses; Web site design and management; Marketplaces; B2B Digital Marketing; Business Models and Innovation.

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

Chaffey D., Mayer D., Johnston K and Ellis-Chadwick F. (2012) Digital Marketing: Strategy, Implementation and Practice 5th Edition, London: Financial Times Prentice Hall.

Chaffey, D., Smith, P. (2008) eMarketing eXcellence. Planning and optimizing your digital marketing. San Diego: Butterworth Heinemann,.

Reynolds, J. (2012) E-Business – A Management Perspective, Oxford: Oxford University Press,

Zott, C and Amit, R. (2010)’ Business Model Design: An Activity System Perspective’. Long Range Planning, 43 (2-3). pp. 216-226.

Bailey, J.P., and Bakos, J.Y. (1997) ‘An Exploratory Study of the Emerging Role of Electronic Intermediaries’. International Journal of Electronic Commerce 1 (3). pp. 7-20.

Furnell, S. (2007) ‘Making security usable: Are things improving?’, Computers and Security, 26(6), pp. 434-443

1. **Learning and teaching methods**

Total contact hours: 21

Private study hours: 129

Total study hours: 150

1. **Assessment methods**
   1. Main assessment methods

In-Course Test (20%)

Individual Report – 1000 words (20%)

2 hour exam (60%)

13.2 Reassessment methods

Reassessment Instrument: 100% exam

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *8.5* | *8.6* | *9.1* | *9.2* | *9.3* | *9.4* | *9.5* | *9.6* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |  |  |  |
| Lectures | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** | **X** | **X** | **X** | **X** |
| Seminars | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** | **X** | **X** | **X** | **X** |
| Independent study | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Revision session | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |  |  |
| Examination | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Report | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| In Course Test | **X** | **X** | **X** |  |  |  | **X** |  | **X** |  |  | **X** |

1. **Inclusive module design**

The Division recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Canterbury

17. **Internationalisation**

The module introduces students to the key concepts, theories and issues involved in digital marketing strategy in a global business environment and is therefore core to the content, learning outcomes and assessments.

**DIVISIONAL USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
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