

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	Master of Business Administration MA Luxury Brand Management MA Advertising and Public Relations
FHEQ Level:	7
Course Title:	Marketing in a Digital World
Course Code:	MKT 7110
Total Hours:	200
Timetabled Hours:	39
Guided Learning Hours:	21
Independent Learning Hours:	140
Credits:	20 UK CATS credits 10 ECTS credits 4 US credits

Course Description:

This course explores the impact of new technological developments on marketing operation and practice. Students are exposed to the key digital marketing specialisms with a strong focus on social and other digital media and internet search tools. The course examines new digital marketing methods such as search engine optimisation (SEO) and non-internet channels such as mobile phones. It recognises the importance of new relationships between producers and consumers of goods and services on the market place and considers ways in which to assess the effectiveness of technologically enhanced marketing practices.

Prerequisites:

N/A

Aims and Objectives:

The course aims for students to acknowledge that digitisation is one of the key global trends. Students will be able to recognise and apply suitable digital marketing technologies, social media and their applications to boost competitive advantage. Students will be able to evaluate the appropriateness of the respective technology upon having a deep understanding of theoretical frameworks and models which are relevant to digital marketing and associated social media practice. Students will learn to examine and develop supporting technologies for digital marketing practice. Digital channels and their suitability

for inclusion for effective integrated online and offline marketing programmes and campaigns will be recognised.

Programme Outcomes:

MBA:

A1, A2, A3, A4, A5

B1, B2, B3, B4, B5

C1, C2, C3, C5

D1, D4, D5

MA LBM:

A1

B1, B2

C1, C2

D1

MA APR:

B1, B3, B4, C1, D1, D4

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at: <https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

Subject Knowledge and Understanding (A)

- Explain the evolution and development of digital marketing
- Compare and contrast the nature of digital marketing to traditional marketing
- Explain the integration of digital marketing and social media into marketing strategy
- Critically assess communication theory, buyer behaviour and buyer demographics in a digital marketing context.
- Examine opportunities for accessing developing and emerging markets using digital strategies
- Critically discuss the ethical context of digital marketing
- Continue to develop transferable/employment skills

Cognitive Skills (B)

- Evaluate statements in terms of evidence,
- Define terms adequately and to generalise appropriately.

- Apply ideas and knowledge to a range of business and other situations.

Subject Specific, Practical and Professional Skills (C)

- Engage as team members in group work that will require intellectual, reflective and analytical application.

General/Transferable Skills (D)

- Effective oral and written communication in a range of traditional and electronic media.

Indicative Content:

- Historical context for digital marketing: technologies and terminologies.
- Media, society and theoretical perspectives for digital marketing.
- Digital economy: enabling technologies and business functions.
- Digital marketing planning: The role of digital marketing in integrated marketing communications.
- Data-driven marketing: From direct marketing and Customer Relationship Marketing (CRM) to digital interaction, immediacy and involvement.
- Customer management through digital marketing.
- Digital marketing skills and practices: Content architecture and management, online advertising, banner ads, affiliate programmes, SEO/paid search and Google AdWords.
- Competing in foreign markets with specific reference to developing and emerging economies.
- Measuring effectiveness – web analytics.
- Ethical dimensions of digital marketing and the future.

Assessment:

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board and are located at <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

A range of teaching methods will be used including lectures, workshops, tutorials and guest lecturers.

Indicative Text(s):

Hanlon, A. (2022) *Digital Marketing: Strategic Planning and Integration*. 2nd edn. London: Sage.

Atherton, J. (2023) *Social Media Strategy: A Practical Guide to Social Media Marketing and Customer Engagement*. 2nd edn. London: Kogan Page.

Chaffey, D. & Ellis-Chadwick, F. (2022) *Digital Marketing: Strategy, Implementation and Practice*. 8th edn. Harlow: Pearson.

Hanlon, A. (2022) *The Digital Marketing Planner: a step-by-step guide*. London: Sage

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