

## **COURSE SPECIFICATION DOCUMENT**

**NOTE:** ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTPC.

<b>Academic School:</b>	Business and Economics
<b>Programme:</b>	Masters of Business Administration
<b>FHEQ Level:</b>	7
<b>Course Title:</b>	Marketing in a Digital World
<b>Course Code:</b>	MKT 7110
<b>Course Leader:</b>	Dr Parviz Dabir-Alai
<b>Student Engagement Hours:</b>	200
Lectures:	39
Seminar / Tutorials:	6
Independent / Guided Learning:	155
<b>Semester:</b>	Spring
<b>Credits:</b>	20 UK CATS credits 10 ECTS credits 4 US credits

### **Course Description:**

The course will provide insights into new marketing concepts, tools, technologies and business models to enhance the value creation process. New technologies have created some radical changes in the way companies reach their markets and in particular the emerging phenomenon of social media.

The course will provide an understanding of theoretical perspectives, techniques and tools to understand and harness the opportunities provided by best practice digital marketing

Students will have the opportunity to learn about electronic commerce in action; the interplay between the technology and marketing applications; the changing scope and uses of the Internet, along with current management issues facing businesses attempting to use the World Wide Web.

**Prerequisites:** MKT 7100 Global Marketing Strategy (to be taken as co-requisite)

### **Aims and Objectives:**

In the current global climate it is imperative that marketers keep pace with the changes of the digital age. This course introduces students to digital marketing technologies, social media and their applications to boost competitive advantage. It presents theoretical frameworks and models which are relevant to digital marketing and associated social media practice. It examines the development of supporting technologies for digital marketing and examines digital channels and their suitability for inclusion for effective integrated online and off line marketing programmes and campaigns.

### **Programme Outcomes:**

A1, A2, A4, A5  
B1, B2, B3, B4, B5  
C1, C2, C3, C5  
D1, D2, D3, D4, D5

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Academic Registry and found at:  
<http://www.richmond.ac.uk/content/academic-schools/academic-registry/program-and-course-specifications.aspx>

### **Learning Outcomes:**

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

#### **Knowledge and Understanding**

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

#### **Cognitive Skills**

1. Evaluate statements in terms of evidence,
2. Define terms adequately and to generalise appropriately.
3. Apply ideas and knowledge to a range of business and other situations.

### **Subject specific, practical and professional skill**

1. Engage as team members in group work that will require intellectual, reflexive and analytical applications

### **General/transferable skills**

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

### **Indicative Content:**

- Historical context for digital marketing: technologies and terminologies.
- The media, society and theoretical perspectives for digital marketing.
- The 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 Learning and Teaching Policy Committee found at:  
<http://www.richmond.ac.uk/content/academic-affairs/academic-standing.aspx>.

### **Teaching Methodology:**

A range of teaching methods will be used including lectures, workshops, and tutorials. In addition, teaching will be significantly based on practical sessions involving case studies.

### **Bibliography:**

See syllabus for complete reading list

### **Indicative Text(s):**

- Chaffey, D. Ellis-Chadwick, F. Johnston, K. Mayer, R. (2011) Internet Marketing 6th edition revised Pearson Education Limited Financial Times Prentice Hall.
- Strauss, J. and Frost R.(2011) E-Marketing, Sixth Edition Pearson.
- Gay, R. Charlesworth, A. Esen, R. (2007) On line Marketing a customer led approach Oxford University Press.
- John, Ryan, D. Jones C. (2009) Understanding digital marketing strategies for engaging the digital generation Kogan Page.
- Miller, M. (2011) The Ultimate Web Marketing Guide.
- Newland ,M.(2011) Online Marketing: A User's Manual John Wiley and Sons Ltd.
- Onkin, S., Caleb, Whitmore S., Null L, Justin Cutroni J. (2010) Performance Marketing with Google Analytics: Strategies and Techniques for Maximizing Online ROI John Wiley and Sons.
- Parkin, G. (2010) Strategies for Online Success New Holland.
- Shish, C. (2011) Facebook Era, The: Tapping Online Social Networks to Market, Sell and Innovate, 2<sup>nd</sup> edition, Pearson Education Ltd.
- Smith, P. Chaffey D. (2008 ) Marketing Excellence 3rd Edition Butterworth-Heinemann.
- Tapp, A.(2008) Principles of Direct and Database Marketing 4th Edition Pearson Education Limited Financial Times Prentice Hall.
- Thomas, B. Housden ,M. (2010) Direct and Digital Marketing in Practice A& C Black.
- Varnali, K. Toker , A. Yilmax, C. (2011) Mobile Marketing McGraw-Hill Education – Europe.
- Weber, L .(2009) Marketing to the Social Web 2nd Edition John Wiley and Sons Ltd.

### ***Journals***

- European Journal of Marketing
- Journal of Interactive Marketing
- Journal of Interactive Advertising
- International Journal of Mobile Marketing
- Journal of Direct, Data and Digital Marketing Practice
- International Journal of Electronic Commerce
- Journal of Mobile Communications

### ***Web Sites***

emarketer - <http://www.emarketer.com/>  
Smartinsights - <http://www.smartinsights.com/>  
Clickz -<http://www.clickz.com>  
imediaconnection - <http://www.imediaconnection.com/>  
Interactive Advertising Bureau -<http://www.iab.net/>  
Direct Marketing Association <http://www.dma.org.uk/>  
Interactive Media in Retail Group- <http://www.imrg.org/>

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus.

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Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry
Minor	Updating CSD to new template	Dean's action 15/05/2014	