

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	Business Management: Entrepreneurship Digital Marketing Fashion Management and Marketing Digital Communication and Social Media Communications: Advertising & PR Communications: Media Studies
FHEQ Level:	6
Course Title:	Digital Marketing and Social Media
Course Code:	MKT 6101
Student Engagement Hours:	160
Lectures:	45
Independent / Guided Learning:	100
Supervision:	15
Credits:	16 UK CATS credits 8 ECTS credits 4 US credits

Course Description:

The course will provide insights into new marketing concepts, tools, technologies and business models to enhance the consumer 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.

This course integrates ideas from the process of gaining traffic or attention the rapidly emerging and influential social networks including Facebook, Twitter, LinkedIn and Google+. It will provide an understanding of techniques and tools to understand and harness the opportunities provided by best practice social media 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 5200 Principles of Marketing *or* COM 5205 Cultural Theory

Aims and Objectives:

In the current global climate, it is imperative that marketers keep pace with the dramatic and far-reaching changes of the digital age. This course introduces students to the fast-moving world of 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 offline marketing programmes and campaigns.

Programme Outcomes:

Business Management (Entrepreneurship): A1, A2, A3, A4, A5, A6, B2, B3, B5, C1, C2, D1, D2, D5

Digital Marketing: A1, A2, A3, A4, A5, A6, B2, B3, B5, C1, C2, D1, D2

Fashion Management and Marketing: A1, A2, A3, A4, A5, A6, B2, B3, B5, C1, C2, D1, D2

Digital Communication and Social Media: A6(ii), A6(iii), B6(i), C6(ii-iii), D6(i-ii)

Communications (Advertising & PR): A6(iii), B6(i), C6(i-iii), D6(i-iii)

Communications (Media Studies): A6(iii), B6(i), C6(i-iii), D6(i-iii)

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:

Knowledge and Understanding

- Discuss the history of the Internet and its impact on global business in the context of social, ethical and legal issues faced by digital marketers
- Explain the evolution of the Internet and development of digital marketing
- Contrast the nature of digital marketing to traditional marketing
- Explain the integration of the digital marketing and social media into marketing strategy
- Assess communication theory, buyer behaviour and buyer demographics in a digital marketing context.
- Discuss the ethical context of digital marketing

Cognitive Skills

- 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.

Practical and/or Professional Skills

- Engage as team members in group work that will require intellectual, reflexive and aesthetic applications within the framework of a case study based portfolio

Key Skills

- 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
- Digital marketing skills and practices: Content architecture and management, online advertising, banner ads, affiliate programmes, SEO/paid search and Google AdWords
- Customer management through digital marketing
- Commercial engagement with social media
- Measuring effectiveness – web analytics
- Ethical dimensions of digital marketing and the future

Assessment:

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

Teaching Methodology:

Teaching will be a combination of lectures, seminar discussions and workshops, using case studies and drawing on students' own experiences where appropriate. Lectures will be designed to cover the fundamental issues and build upon the recommended book chapters from the reading list and additional recommended readings. Students will be advised to supplement lecture notes by reading the relevant indicative reading(s). Weekly seminars will support and enhance student learning through the exploration and application of their understanding of marketing in considering marketing scenarios; the gathering of information useful to a marketing led organisation and in presenting information in a coherent and concise manner.

Indicative Text(s):

Core Text

Strauss, J. and Frost R.(2011) E-Marketing, Sixth Edition Pearson

Recommended Reading

- Chaffey, D. Ellis-Chadwick, F. Johnston, K. Mayer, R. (2011) Internet Marketing 6th edition revised Pearson Education Limited Financial Times Prentice Hall
- Gay, R. Charlesworth, A. Esen, R. (2007) Online 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) The Facebook Era: Tapping Online Social Networks to Market, Sell and Innovate, 2nd 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. Yilmaz, C. (2011) Mobile Marketing McGraw-Hill Education - Europe
- Weber, L. (2009) Marketing to the SocialWeb 2nd Edition JohnWiley 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>

iMedia Connections - <http://www.imediaconnections.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/>

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Academic Registry
Atypical Assessment Norms	10.1.17 School 31.3.17 AB	
Various updates as part of the UG programme review	AB Jan 2022	
Revision – annual update	May 2023	

