



Title:	Integrated Strategy & Planning APPROVED
Long Title:	Integrated Strategy & Planning
Module Code:	MRKT9024
Duration:	1 Semester
Credits:	5
NFQ Level:	Expert
Field of Study:	Marketing & Advertising
Valid From:	Semester 2 - 2016/17 (January 2017)
Module Delivered in	1 programme(s)
Module Coordinator:	Pio Fenton
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Module Description:	This module gives students the opportunity to synthesise theory and practice in order to deliver a digital marketing strategy. Emphasis is placed on taking a strategic approach to combining digital channels and on building plans to target the consumer throughout their journey.
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
LO1	Synthesise theory and practice to deliver strategic digital marketing projects.
LO2	Analyse strategic alternatives to achieve digital success for a given business / industry sector.
LO3	Evaluate options to effectively reach the target consumer and develop appropriate action plans.
LO4	Formulate and justify a comprehensive digital marketing strategy for a given company.
LO5	Assess how digital innovations are influencing advertising and marketing strategies.
Pre-requisite learning	
Incompatible Modules	
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module. You may not earn additional credit for the same learning and therefore you may not enrol in this module if you have successfully completed any modules in the incompatible list.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements	
<i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed. You may not enrol on this module if you have not acquired the learning specified in this section.</i>	
No requirements listed	
Co-requisites	
No Co Requisites listed	

Module Content & Assessment

Indicative Content

Digital Marketing Analysis

Analysis of the strategies, tools and concepts used to develop a strategic response to target the digital consumer.

Mapping the Digital Consumer

Mapping the needs of the consumer at different stages of their lifecycle to the most appropriate digital channels.

Digital Marketing Strategy

The application of digital marketing strategy in organisations. Emerging trends and digital marketing strategy formulation.

Implementing the Digital Marketing Plan

Digital marketing planning, implementation and optimization.

Performance Measurement and Management

Metrics and key performance indicators to measure the success of digital marketing strategy.

Assessment Breakdown

%

Course Work

100.00%

Course Work

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Other	Case analysis. Students will critically assess the digital strategy of a given business and recommend areas for improvement.	1,2,3,5	30.0	Week 7
Project	Project to design and present a comprehensive digital marketing strategy.	1,3,4,5	70.0	Sem End

No End of Module Formal Examination

Reassessment Requirement

Coursework Only

This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.

The institute reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Class based instruction	1.0	Every Week	1.00
Lab	Computer lab based instruction	1.0	Every Week	1.00
Independent & Directed Learning (Non-contact)	Reading, case study analysis	5.0	Every Week	5.00
Total Hours				7.00
Total Weekly Learner Workload				7.00
Total Weekly Contact Hours				2.00

Workload: Part Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Class based instruction	1.0	Every Week	1.00
Lab	Computer lab based instruction	1.0	Every Week	1.00
Independent & Directed Learning (Non-contact)	Reading, case study analysis	5.0	Every Week	5.00
Total Hours				7.00
Total Weekly Learner Workload				7.00
Total Weekly Contact Hours				2.00

Module Resources

Recommended Book Resources

- Simon Kingsnorth 2016, *Digital Marketing Strategy: An Integrated Approach to Online Marketing*, 1st Ed., Kogan Page Ltd [ISBN: 978074947470]

Supplementary Book Resources

- Dave Chaffey, Fiona Ellis-Chadwick 2015, *Digital Marketing*, 6th Ed., Pearson Education Ltd United Kingdom [ISBN: 9781292077611]
- Damien Ryan 2014, *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*, 3rd Ed., Kogan Page Ltd London [ISBN: 0749471026]

Supplementary Article/Paper Resources

- Comscore 2015, *Global Digital Future in Focus*
<http://www.comscore.com/Insights/Presentations-and-Whitepapers/2015/2015-Global-Digital-Future-in-Focus>
- Comscore 2015, *Europe's Digital Future in Focus*
<http://www.comscore.com/Insights/Blog/2015-Europe-Digital-Future-in-Focus>

Other Resources

- Journal: *Journal of Direct, Data and Digital Marketing Practice*
- Journal: *Journal of Digital and Social Media Marketing*
- Journal: *Journal of Social Media*

Module Delivered in

Programme Code	Programme	Semester	Delivery
CR_BDMAS_9	Master of Science in Digital Marketing Strategy	2	Mandatory