



Module code	SOMM	NQF level	7
Credit value	10	Study duration	6 weeks

Strategic Online Marketing Management

Module description

This module covers the key digital marketing concepts, theoretical frameworks and their practical applications, providing students with the skills, knowledge and confidence to strategically lead online marketing campaigns. Students will develop an in-depth understanding of digital disruption and its effect on the changing face of business and customers. Students will also be immersed in the practical ways of utilising a variety of digital channels, including social media, PPC, SEO as well as mobile-first and site design concepts. The competence gained from this module will cultivate students' digital mindset, allowing for a data-driven effective planning, managing and measuring of online marketing.

This module aims to:

- Provide an in-depth overview of online marketing theoretical concepts and frameworks and discuss their practical applications
- Discuss digital innovations in B2B and B2C sectors and their effect on business models and customers
- Review social media marketing, importance of mobile, site design, organic and search strategies and tools for driving digital-first strategy
- Strategically plan, manage and evaluate the effectiveness of online marketing activities

Learning outcomes

On completion of this module, students will be able to:

- demonstrate an understanding of key online marketing principles, concepts, theories and their practical applications in order to lead organisation's digital presence
- critically evaluate a relationship between digital innovations, emerging digital models and changing behaviour of online customers and discuss how these can evolve in the future
- propose how an organisation can utilise online channels, technology and tools in order to build a strategic digital-first presence addressing all customer journey stages
- demonstrate an understanding of digital marketing planning, management and measurement utilising quantitative and qualitative data

Syllabus

- Introduction to online marketing and marketing mix
- Disruption through digital
- The impact of the technology and innovation in B2C and B2B industries on the customer journey, marketing strategy and business models.
- Digital models
- Digital customers
- Social media marketing
- Designing digital experiences
- Organic and paid search strategy
- Digital marketing management
- Digital marketing plan
- Web analytics

Learning and teaching methods

This module will be delivered by learning materials provided on the learning platform supplemented by readings. Students also have access to a series of 'Listen Again' lectures recorded on campus by Essex Business teaching staff. Tutor support will be available to students via phone, email, and weekly live seminar sessions. Each seminar revolves around a subject case study which links to the same resources used by students in the on-campus programme.

Description of unit of assessment	Length/Duration	Submission date	Weighting
End of module project	2,500 words	End of Unit 6	70%
Discussion forums x2	Up to 10 posts in each forum	End of Units 2 and 4	20%
Individual reflective journal	3 entries	End of Units 2, 4 and 6	10%