### SESSION PLAN

**COURSE:** ABE Level 6: Digital Marketing Strategy

**ELEMENT:** Element 1: Trends and changes in digital marketing

## LEARNING OUTCOME 1

**Critically assess the significance of digital marketing and innovation for an organisation (weighting 20%)**

1.1 Critically evaluate the digital environment and the opportunities it provides in driving innovation

1.2 Assess how digital has changed marketing thinking

**NUMBER OF SESSIONS:** Two - approximately six to eight hours in total, plus self-study.

**SESSION TOPICS:** Session 1: The digital environment

Session 2: How digital has changed marketing thinking

**Note to tutors: these are the recommended session outlines for learning outcome 1, element 1 of ABE Level 6 – Digital Marketing Strategy. You should follow the plan, using the resources (referenced as ‘slides’) and activities provided. It is important to enhance all sessions with local examples and case studies, involving the learners ACTIVELY wherever possible.**

### SESSION 1: The digital environment

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| **Approx.**  **Duration** | **Topic** | **Tutor Activity** | **Slides** | **Learner Activity** | **Formative Assessment** | |
| 3-4 hours | Introduction to session and learning outcomes | Use file: **6UDMS Tutor Presentation E1.pptx**  Assessment Criterion 1.1 | 1-4 | Listen – ask any questions. |  | |
| The digital environment | Background:   * The marketing environment continues to develop at a meteoric pace. * Market disruption is becoming the new normal. * New mobile app technologies are enabling customers to experience reality without leaving their screens. * The ‘internet of things’ is fast becoming the mainstream method of managing the home. | 5 | Listen, make notes and respond to questions. |  | |
| Facilitate **Class discussion:**  Coordinate feedback and discussion pulling out the following key themes:   * Becoming a mainstream methods of managing the Smart home e.g. switch on heating/air conditioning, unlock doors remotely. * Technology is in built into devices e.g. fridge orders groceries. * Wearable technology – fitness, health and entertainment. * Connected cars. * Engineering with sensors, software and big data analytics. * Smart cities e.g. energy management, security, surveillance. * Limited only by our imagination and processing power. | 6 | What will be the most interesting use of the internet of things?  Contribute to **Class discussion**, make notes and respond to questions |  | |
| The fast pace of change in digital marketing and technology development.   * Inbound marketing * Search engine optimisation * Social media * E-commerce * Mobile * Personalised.   Refer to study guide for more information. | 7 | Listen, make notes and respond to questions. |  | |
| Facilitate **Paired Activity 1**  Facilitate Paired Activity, answering any queries as required.  Coordinate feedback reviewing the difference methods people used to access information, highlight how these search activities have changed from five years ago. | 8 | Working in pairs complete Activity 1. | **6UDMS LO1 E1 Activity 1 -Inbound marketing** | |
| Key digital developments available to the organisation:   * Retail * Communication * Media.   Refer to the study guide for more information. | 9 | Listen, make notes and ask questions as necessary. |  |
| Facilitate **Small Group Activity 2**  Answer any queries as required.  Coordinate feedback reviewing the difference location and personalisation.  Highlight how ‘access to your location’ is a standard feature on mobile phones and examine whether people notice the targeted advertising they receive on a daily basis. | 10 | **Complete Activity 2 in small groups.** | **6UDMS LO1 E1 Activity 2 -Location and personalisation** |
| Key consumer trends that are influencing digital marketing strategies:   * Social-local-mobile (SoLoMo) * Mobile * Personalisation.   Refer to the study guide for more information. | 11 | Listen, make notes and ask questions as necessary. |  |
| Brief on **Homework Activity 3**  Thinking about the products and services of an organisation with which you are familiar, what examples can you find of marketing that uses SoLoMo? |  | Listen and ask questions as necessary  Individual activity as homework. | **6UDMS LO1 E1 Activity 3 -SoLoMo** |
|  | Review of session and learning outcomes |  |  | Listen |  |

### SESSION 2: How digital has changed marketing thinking

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| **Approx.**  **Duration** | **Topic** | **Tutor Activity** | **Slides** | **Learner Activity** | **Formative Assessment** | |
| 3-4 hours | Introduction to session and learning outcomes | Use file: **6UDMS Tutor Presentation E1.pptx**  Assessment Criterion 1.2 | 12 | Listen and ask any questions. |  | |
| The digital environment | Facilitate feedback on **Homework Activity 3** | 13 | Contribute to discussion.  Listen and make notes. |  | |
| Facilitate **Class discussion** to bring out the following points:   * Information about customers and buying habits more available. * Better targeting and segmentation of customers. * Increase in number of communication channels – including social media/mobile technology. * Interactivity. * Improving customer experience. | 14 | **Class discussion:** How has digital technology changed marketing thinking?  Contribute to class discussion, make notes and respond to questions. |  | |
| Opportunities for competitive advantage (Porter, 1980):   * Cost leadership * Differentiation leadership * Cost focus * Differentiation focus.   Refer to the study guide for more information. | 15 | Listen, make notes and ask questions as necessary. |  | |
| Competitive advantage and business transformation (Prentice, 2014)   * People/culture * Technology * Business model.   Refer to the study guide for more information. | 16 | Listen, make notes and ask questions as necessary. |  | |
| Facilitate **Class Activity 4** to bring out the following points:   * Focusing on what the advantages are that the organisation has over their competitors. * Helps to clarify what added value is being offered by the consumer. * Identifies favourable market position. * Opportunities for innovation. * Not just product and service but how customer accesses that product and service. | 17 | **Class Activity 4**  Compare and contrast Porter’s generic strategies with Prentice’s competitive advantage and business transformation.  How does this inform marketing about how to achieve competitive advantage?  Listen, make notes of key points to feedback to class.  Contribute to class discussion, make notes and respond to questions. | **6UDMS LO1 E1 Activity 4 -Competitive advantage** | |
| Digital impacts on brands:   * Right now timing * The story of the brand has become redundant * No escape from mistakes * Big data.   Refer to the study guide for more information. | 18 | Listen, make notes and ask questions as necessary. |  | |
| Digital impacts on consumer media consumptions:   * Catastrophic effects on print media * Internet click-bait websites * Paid streaming services * Consumer increasingly paying for content * More targeted campaigns * Investing in new digital marketing channels.   Refer to the study guide for more information. | 19 | Listen, make notes and ask questions as necessary. |  |
| Brief on **Homework Activity 5**  Consider an organisation with which you are familiar.  Make recommendations as to how the organisation could develop a rich customer experience and interactive brand experience. |  | Listen and ask questions as necessary  Individual activity as homework. | **6UDMS LO1 E1 Activity 5** -**Rich customer experience** |
|  | Review of session and learning outcomes |  |  | Listen |  |