### SESSION PLAN

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

**ELEMENT:** Element 5: New methods of planning digital marketing strategy

## LEARNING OUTCOME 5

**Justify the application of tools and techniques needed to successfully implement the digital marketing strategy (weighting 20%)**

5.1 Critically assess the principles of agile marketing as an approach to delivering innovative digital marketing

5.2 Critically evaluate the benefits of setting minimum variable marketing (MVM) standards

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

**SESSION TOPICS:** Session 1: Principles of agile marketing

Session 2: Minimum viable marketing (MVM)

**Note to tutors: these are the recommended session outlines for learning outcome 5, element 5 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: Principles of agile marketing

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Approx.**  **Duration** | **Topic** | **Tutor Activity** | **Slides** | **Learner Activity** | **Formative Assessment** | |
| 3-4 hours | Introduction to session and learning outcomes | Use file: **6UDMS Tutor Presentation E5.pptx**  Assessment Criterion 5.1. | 1-4 | Listen |  | |
|  | Debrief on **Homework Activity 6 from the last session.**  Encourage students to share their research on data protection, codes of practice and regulations. | 5 | Contribute to the class ‘debrief’ with your homework answers. |  | |
| Principles of agile marketing | Background:   * Planning and awareness of the plan must be communicated to key stakeholders in the process, with a clarity regarding responsibility. * Ensure plans that are in place to reach consumers. * Allow the organisation to observe what is happening and what time is being spent engaging with the marketing activity. * The digital marketing strategy implementation can be summarised as a series of actions and tactics, which build upon each other and will help the organisation to achieve its goal. | 6 | Listen, ask questions and make notes. |  | |
| Facilitate **Class discussion**: to bring out the following points:   * Social media has meant that marketers must be able to react quickly. * Consumer interest and demands change rapidly. * But also need to plan to be effective and efficient. | 7 | Contribute to the **Class discussion:**  The market is so dynamic that 12-month marketing strategies are obsolete.  Discuss. |  | |
| Describe the concept of Agile marketing:   * Agile marketing adopts a similar management process as those used in lean start up methodology and agile software development. * Process of made up of a series of small experiments. * The data from each of these tests contributes to the knowledge about customer reaction to marketing tactics. * The digital marketing plan goes through rapid iterations to develop smarter and faster ways to market supported by automation. * Project timeframes are often measured in weeks and months. * The test-and-learn mentality is focused on increasing the speed and responsiveness of the marketing function.   Refer to the study guide for more information. | 8 | Listen, ask questions and make notes. |  | |
| **Class discussion**  Ask the class: How is agile marketing different to conventional marketing? How has technology helped organisations develop marketing to be more agile? | 9 | Contribute to the **Class discussion**. |  | |
| The process of agile marketing:   * Sprint Planning * Sprint and Scrums * Sprint Review * Sprint Retrospective.   Refer to the study guide for more information. | 10 | Listen, ask questions and make notes. |  | |
| Brief **Activity 1**    This is a significant activity and may take more time than a single class session.  If time is restricted, split the sections of the agile marketing campaign between several groups.  Roam the room, giving encouragement and/or constructive feedback where necessary. | 11 | **Paired Activity 1**  Read the article listed on the Activity sheet.  Create an agile marketing plan for a product/service with which you are familiar. Include a schedule and outlines for Sprints and Scrums. | **6UDMS E5 LO5 Activity 1 – Agile marketing** |
| The tactical nature of agile marketing:   * Speed * Responsiveness * Short-termism * Accountability.   Refer to the study guide for more information. | 12 | Listen, ask questions and make notes. |  |
| Brief on **Homework Activity 2**  Explain the difference between strategic versus tactical marketing and provide an argument as to why both are necessary for a successful marketing function. |  | Listen and ask questions as necessary.  Individual activity as homework. | **6UDMS E5 LO5 Activity 2 – Strategic versus tactical marketing** |
| Review of session and learning outcomes |  |  | Listen |  |

### SESSION 2: Minimum viable marketing (MVM)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Approx.**  **Duration** | **Topic** | **Tutor Activity** | **Slides** | **Learner Activity** | **Formative Assessment** | |
| 3-4 hours | Introduction to session and learning outcomes | Use file: **6UDMS Tutor Presentation E5.pptx**  Assessment Criterion 5.2 | 13 | Listen |  | |
|  | Debrief on **Homework Activity 2** from the last session.  Ask students to share their learning regarding strategic versus tactical marketing. | 14 | Explain the difference between strategic versus tactical marketing and provide an argument as to why both are necessary for a successful marketing function. |  | |
| Minimum viable marketing | Facilitate **Class discussion**: to bring out the following points:   * There is value in small experiments which are low cost but could be high return * Allows for experimentation to try new things out without spending a large investment * But to have big impact it is also useful to balance the spend with big campaigns that the department are confident are going to work | 15 | **Class discussion**  When it comes to developing a new marketing campaign it is better to invest heavily in a process of pilots, prototypes and robust market testing before releasing the best version.  Contribute to discussion. Listen and make notes as appropriate. |  | |
| The concept of minimum viable marketing:   * Minimum viable product (MVP) is a development technique introduced by Reis (2009). * Focuses on small marketing campaign promotions. * Enables the digital marketer to identify issues and areas of improvement before the marketing campaign is amplified. * Exposes the marketing test campaign to a single node to gauge reaction in order that changes can be made before a full launch.   Refer to the study guide for more information. | 16 | Listen, ask questions and make notes. |  | |
|  | Brief **Paired Activity 3.**    Roam the room, giving encouragement and/or constructive feedback where necessary. | 17 | **Paired Activity 3**  Read the article in the Activity sheet. How would you explain the concept of MVM to a colleague? | **6UDMS E5 LO5 Activity 3 – Minimal viable marketing** |
| The process of development MVM activities:   * Gathering research * Continual testing * Feedback methods.   Refer to the study guide for more information. | 18 | Listen, ask questions and make notes. |  |
|  | Check understanding of assignment for this unitand answer any queries. | 19 | Listen and ask questions as necessary.  Continue to work on the assignment for this unit so that it is ready to submit by the deadline. |  |
| Review of unit as a whole | Check understanding of session.  Obtain feedback on unit as a whole.  Plan revision sessions as required locally. |  | Listen and plan revision sessions. |  |