### **Scheme of Work**

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

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| **Element, Learning Outcome and assessment criteria** | **Session title** | **Topics covered** | **Approx.**  **Duration** | **Session Plan** | **Resource** | **Formative Activity** |
| Element 1  LO1  1.1 | **The digital environment** | The digital environment - background  Key digital developments available to the organisation  Key consumer trends that are influencing digital marketing strategies | 3-4 hours | 6UDMS Session Plan E1 – Session 1 | 6UDMS Tutor Presentation E1 | **6UDMS LO1 E1 Activity 1 -Inbound marketing**  **6UDMS LO1 E1 Activity 2 -Location and personalisation**  **6UDMS LO1 E1 Activity 3 –SoLoMo** |
| Element 1  LO1  1.2 | **How digital has changed marketing thinking** | Opportunities for competitive advantage  Digital impacts on brands  Digital impacts on consumer media consumptions | 3-4 hours | 6UDMS Session Plan E1 – Session 2 | 6UDMS Tutor Presentation E1 | **6UDMS LO1 E1 Activity 4 -Competitive advantage**  **6UDMS LO1 E1 Activity 5 -Rich customer experience** |
| Element 2  LO2  2.1 | **Characteristics of digital customer buying** | Changing nature of the digital customer  The differences between online and offline customer buying behaviour  Digital natives  Digital buying behaviours – B2B and B2C  Culture  Key trends and changes | 2.5-3 hours | 6UDMS Session Plan E2 – Session 1 | 6UDMS Tutor Presentation E2 | **6UDMS E2 LO2 Activity 1 – Building long-term relationships**  **6UDMS E2 LO2 Activity 2 – Cultural background and factors**  **6UDMS E2 LO2 Activity 3 – Perceptions of value** |
| Element 2  LO2  2.2 | **Different stages of customer digital adoption** | Roger’s Adoption Curve (2003)  Targeting marketing communications  The influence of opinion leaders and change agents | 2.5-3 hours | 6UDMS Session Plan E2 – Session 2 | 6UDMS Tutor Presentation E2 | **6UDMS E2 LO2 Activity 4 – Distribution of adopters**  **6UDMS E2 LO2 Activity 5 – Opinion leaders** |
| Element 2  LO2  2.3 | **The principles of the digital customer decision journey modelling** | Google’s moment of truth (Lecinsky, 2011)  McKinsey’s Dynamic Consumer Journey (Court et al, 2009)  Kaushik’s Consideration Stages | 2.5-3 hours | 6UDMS Session Plan E2 – Session 3 | 6UDMS Tutor Presentation E2 | **6UDMS E2 LO2 Activity 6 – McKinsey’s Dynamic Consumer Journey** |
| Element 2  LO2  2.4 | **Gathering customer insights** | Customer insights  Poplar methods to generate customer insights  The value of customer insights | 2.5-3 hours | 6UDMS Session Plan E2 – Session 4 | 6UDMS Tutor Presentation E2 | **6UDMS E2 LO2 Activity 7 – Kaushik’s ‘See, Think, Do’** |
| Element 3  LO3  3.1 | **The digital marketing and innovation strategy** | Digital marketing and innovation - background  SOSTAC | 3 hours | 6UDMS Session Plan E3 – Session 1 | 6UDMS Tutor Presentation E3 | **6UDMS E3 LO3 Activity 1 - SOSTAC digital marketing strategy**  **6UDMS E3 LO3 Activity 2 - SOSTAC personal reflection** |
| Element 3  LO3  3.2 | **The digital marketing mix** | Marketing mix  The 8P marketing mix | 3 hours | 6UDMS Session Plan E3 – Session 2 | 6UDMS Tutor Presentation E3 | **6UDMS E3 LO3 Activity 3 – Marketing mix evaluation**  **6UDMS E3 LO3 Activity 4 – Marketing mix personal reflection** |
| Element 3  LO3  3.3 | **Internal capabilities and resources** | Internal capabilities and resources - background  McKinsey’s 7S model (1980)  The importance of digital transformation in driving innovation  Barriers and resistance that can prevent change | 3 hours | 6UDMS Session Plan E3 – Session 3 | 6UDMS Tutor Presentation E3 | **6UDMS E3 LO3 Activity 5 – Responding to customer demands**  **6UDMS E3 LO3 Activity 6 – Structured for change** |
| Element 3  LO3  3.4 | **Competitive advantage** | Competitive advantage - background  The benefits of digital innovation  Consumer value proposition canvas (Osterwalder and Pigneur, 2004)  Creating competitive advantage through new digital marketing methods  Innovative thinking and creative execution | 3 hours | 6UDMS Session Plan E3 – Session 4 | 6UDMS Tutor Presentation E3 | **6UDMS E3 LO3 Activity 7 – Consumers and technology**  **6UDMS E3 LO3 Activity 8 – Augmented reality** |
| Element 3  LO3  3.5 | **Methods for monitoring, measuring and managing** | Methods for monitoring, measuring and managing - background  Meaningful KPI  Examples of generic indicators  Tracking and measuring strategy effectiveness  The importance of contemporary contingency planning | 3 hours | 6UDMS Session Plan E3 – Session 5 | 6UDMS Tutor Presentation E3 | **6UDMS E3 LO3 Activity 9 – Key performance indicators**  **6UDMS E3 LO3 Activity 10 – Tracking and measuring the marketing strategy** |
| Element 4  LO4  4.1 | **Big data** | Big data - background  Terminology of big data  The principles of big data  Big data strategies | 3-4 hours | 6UDMS Session Plan E4 – Session 1 | 6UDMS Tutor Presentation E4 | **6UDMS E4 LO4 Activity 1 – Internet of things and big data**  **6UDMS E4 LO4 Activity 2 – Big data strategy** |
| Element 4  LO4  4.2 | **How big data is used** | How big data is used – background  Sources of big data  Analysing big data to optimise marketing strategies  The challenges that marketers face in gathering and analysing big data | 3-4 hours | 6UDMS Session Plan E4 – Session 2 | 6UDMS Tutor Presentation E4 | **6UDMS E4 LO4 Activity 3 – Alignment of marketing activities**  **6UDMS E4 LO4 Activity 4 – Good data** |
| Element 4  LO4  4.3 | **Capturing and using data** | Capturing and using data – background  Methods of reporting marketing performance  Using big data for marketing mix modelling  Local and global legislation | 3-4 hours | 6UDMS Session Plan E4 – Session 3 | 6UDMS Tutor Presentation E4 | **6UDMS E4 LO4 Activity 5 – Marketing ROI**  **6UDMS E4 LO4 Activity 6 – Data protection** |
| Element 5  LO5  5.1 | **Principles of agile marketing** | Principles of agile marketing – background  The process of agile marketing  The tactical nature of agile marketing | 3-4 hours | 6UDMS Session Plan E5 – Session 1 | 6UDMS Tutor Presentation E5 | **6UDMS E5 LO5 Activity 1 – Agile marketing**  **6UDMS E5 LO5 Activity 2 – Strategic versus tactical marketing** |
| Element 5  LO5  5.2 | **Minimum viable marketing (MVM)** | Minimum viable marketing – background  The concept of minimum viable marketing  The process of development MVM activities  Assignment briefing.  Revision planning | 3-4 hours | 6UDMS Session Plan E5 – Session 2 | 6UDMS Tutor Presentation E5 | **6UDMS E5 LO5 Activity 3 – Minimal viable marketing** |