### **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 1LO1 1.1 | **The digital environment** | The digital environment - backgroundKey digital developments available to the organisationKey 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 1LO11.2 | **How digital has changed marketing thinking** | Opportunities for competitive advantage Digital impacts on brandsDigital 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 2LO22.1 | **Characteristics of digital customer buying** | Changing nature of the digital customerThe differences between online and offline customer buying behaviourDigital nativesDigital buying behaviours – B2B and B2CCultureKey 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 2LO22.2 | **Different stages of customer digital adoption** | Roger’s Adoption Curve (2003)Targeting marketing communicationsThe 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 2LO22.3 | **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 2LO22.4 | **Gathering customer insights** | Customer insightsPoplar methods to generate customer insightsThe 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 3LO33.1 | **The digital marketing and innovation strategy** | Digital marketing and innovation - backgroundSOSTAC | 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 3LO33.2 | **The digital marketing mix** | Marketing mixThe 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 3LO33.3 | **Internal capabilities and resources** | Internal capabilities and resources - backgroundMcKinsey’s 7S model (1980)The importance of digital transformation in driving innovationBarriers 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 3LO33.4 | **Competitive advantage** | Competitive advantage - backgroundThe benefits of digital innovationConsumer value proposition canvas (Osterwalder and Pigneur, 2004)Creating competitive advantage through new digital marketing methodsInnovative 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 3LO33.5 | **Methods for monitoring, measuring and managing** | Methods for monitoring, measuring and managing - backgroundMeaningful KPIExamples of generic indicatorsTracking and measuring strategy effectivenessThe 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 4LO44.1 | **Big data** | Big data - backgroundTerminology of big dataThe principles of big dataBig 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 4LO44.2 | **How big data is used** | How big data is used – backgroundSources of big dataAnalysing big data to optimise marketing strategiesThe 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 4LO44.3 | **Capturing and using data** | Capturing and using data – backgroundMethods of reporting marketing performanceUsing big data for marketing mix modellingLocal 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 5LO55.1 | **Principles of agile marketing** | Principles of agile marketing – backgroundThe process of agile marketingThe 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 5LO55.2 | **Minimum viable marketing (MVM)** | Minimum viable marketing – backgroundThe concept of minimum viable marketingThe process of development MVM activitiesAssignment briefing. Revision planning | 3-4 hours | 6UDMS Session Plan E5 – Session 2 | 6UDMS Tutor Presentation E5 | **6UDMS E5 LO5 Activity 3 – Minimal viable marketing** |