

Syllabus
MKT6051 Digital Marketing
Dr. Severina Cartwright
Winter Semester 2023/24

Level	Master	
Credits	3	
Student Contact Hours	30 hours	
Workload	90 hours (60 hours for self-study + 30 hours in class)	
Prerequisites	Basic knowledge in marketing	
Time	s. LSF	
Room	s. LSF	
Start Date	Oct. 6, 2023	
Lecturer(s)	Name	Dr. Severina Cartwright
	Office	W4.1.01
	Virtual Office	
	Office Hours	
	N/A	
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Outline of the Course

This module provides students with an opportunity to explore digital marketing and consider how digital marketing works alongside more traditional marketing methods. Digital marketing in both business-to-consumer (B2C) and business-to-business (B2B) contexts are included. The module aims to explore concepts such as social media marketing, content marketing, influencer marketing, mobile marketing, virality and digital branding to create customer relationships. It will consider how digital channels have become an increasingly important way for organisations of all sizes to communicate with local and international consumers and business partners, to increase brand awareness and to promote engagement.

Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Program Intended Learning Outcomes	Course Intended Learning Outcomes	Assessment Method
After completion of the program the students will be able...	After completion of the course the students will be able...	Presentation
		100%
		Individual
1 Responsible Leadership in Organizational Contexts		
1.1 ... to know and explain important leadership principles.		
1.2 ... to apply leadership concepts to an organizational context or a specific case.		
1.3 ... to critically reflect on leadership concepts in a certain organizational context or in a specific case.		
1.4 ... to act responsibly from a scientific self-understanding and to act professionally.		
2 Creative Problem Solving Skills in a Complex Business Environment		
2.1 ... to identify & classify problems.	... to understand and learn technical terms and the instruments of digital marketing. ... to know the role of digital marketing within an increasingly digitalised international consumer and business environment. ... to identify opportunities and threats arising from digital media and Technology platforms. ...to understand the role of digital marketing for acquiring and sustaining mutually beneficial longer-term relationships between suppliers and customers	x
2.2 ... to analyze problems.	... to understand success factors for key digital marketing techniques; to critically discuss the benefits and challenges of digital marketing. ...to critically evaluate the role of digital communication tools and social media platforms for raising brand awareness, creating a brand image, and engaging with brand communities.	x
2.3 ... to creatively solve problems.	... to relate digital marketing strategy to marketing and business strategy	x
2.4 ... to explain problems and their solutions in a comprehensive manner.	... to provide a structured and comprehensible explanation and solution of complex issues regarding digital marketing	x
3 Applied research skills		
3.1 ... to know the research and analysis methods important in his/her field of study.	... to know the central methods and instruments of digital marketing ... to explore and analyse a range of theories and concepts pertaining to digital communication strategies, content marketing, mobile marketing, influencer marketing and the evolution of media technologies	x

3.2	... to appropriately apply the research and analysis methods.	... to apply the methods and instruments of digital marketing. ... to appreciate cultural variations and geographical differences in social media platforms, access and understanding, as well as considering the ethical implications of digital communications.	x
3.3	... to obtain innovative results using relevant research methods.		
4 Innovation management and management of digital transformation			
4.1	... to have fundamental knowledge of operational innovation processes and of processes of digital transformation.		
4.2	... to assess a company's innovation potential and its needs/opportunities with respect to digital transformation.		
4.3	... to develop complex technological strategies and strategies for managing digital transformation.		
5 Management of the challenges of global sustainability and awareness for social and corporate responsibilities			
5.1	... to have a sound basic knowledge of sustainability issues.		
5.2	... to identify and analyze sustainability issues and their causes.		
5.3	... to develop sustainability strategies.		

Teaching and Learning Approach

Delivery of this module takes place in several ways and engagement in all of them will maximise your chances of success on this module. There are several points of contact on this module. The module consists of lectures, seminars, and self-study session with module leader present for questions.

Week 1 and 6 will be delivered face-to-face, week 2-4 via Zoom

Re-occurring ZOOM LINK below:

Dr Severina Cartwright - Associate Prof. (Senior Lecturer) in Marketing is inviting you to a scheduled Zoom meeting.

Join Zoom Meeting

<https://liverpool-ac-uk.zoom.us/j/95661741384?pwd=VS9QMGx2RHJ6V0FpYUhmK0lrVEMzZz09>

Meeting ID: 956 6174 1384

Passcode: L&\$s90Wd

Additional material will be in the form of web-based reading and research, selected texts, journal articles and press articles. Independent research and study will be encouraged throughout to complement group work activities. Students will be exposed to case studies on a range of organisations.

Lectures slides will be made available on Moodle at least 24-hours before the lecture. Students can print them out in advance of the lecture and can then annotate notes during the lectures. Other information concerning the module, such as this Module Handbook and announcements will also be placed on Moodle.

Students should attend all lectures, seminars, and presentation sessions.

The lecture/seminar programme is subject to change.

Literature and Course Materials

Core and Recommended Reading

Chaffey, D and Ellis-Chadwick, F. (2019) Digital Marketing: Strategy, Implementation and Practice. Seventh Edition. Pearson: London

Tuten, T. L. and Solomon, M. R. (2018) Social Media Marketing. Third edition. SAGE Publications Ltd.; London.

In addition to the above academic journals need to be read (see weekly teaching programme p. 5).

Assessment

Attendance in the sessions is mandatory. Active participation is expected.

Assessment Strategy – How will this module be assessed?

There will be 1 assessment:

1. Group presentation (100%)

Further details about the assessment below:

- **Assessment:** Group presentation (in-person) in week 7
 - Duration/Size: 5 minutes per student
- **Weighting: 100%**
 - 50% - an individual mark for your part of the presentation
 - Each speaker has a maximum of 5 minutes for the presentation
 - 50% - a group mark for the presentation and how it fits together (everyone gets the same) and how the questions were answered
- One person to email the slides for the whole presentation to the module leader (in the corner of the slides write the name of the student and student ID presenting on each slide)

The topic of the group presentation is as follows:

Managing the customer experience has become a key task for many companies, with consumers' experiences of a company developed as a result of all their interactions with that company or its brands. These interactions might be with the company's marketing communications, its physical/online presence and staff.

Within your group choose a consumer-orientated company or brand. For this company/brand you should assess how it tries to manage its customers' experiences and compare how this relates to academic theory. In your collective view, how successful is this company at creating positive customer experiences? Your group should prepare a presentation of your findings.

Groups will be of 5-6 students and students are invited to form their own groups during the first two weeks of the semester. Any student who cannot find a group within the first two weeks will be allocated to one, although students are encouraged to form their own groups. Given that groups are self-selected, there is no opportunity for students to change group once they are in one. Students are requested to write the group members and case company name on an online sheet (e.g., Google sheets) that will be provided by the module leader.

Students are collectively responsible for facilitating contact/meetings with other group members and agreeing specific responsibilities for undertaking the assignment. Students are strongly advised to appoint a group leader and to keep a record of group meetings, actions and progress against these actions to ensure full participation by each member of the group.

Any instances of a malfunctioning group, e.g., non-engagement by an individual(s) within the group should be brought to the attention of the module leader by the group leader, within the specified timescales. This module operates the 'yellow card' and 'red card' system of penalties. The latest a 'yellow card' can be issued is Tuesday 27th October 2023; the latest a 'red card' can be issued is Tuesday 3rd November 2023 (a yellow card must be issued before a red card). The group leader should make the module leader aware of any problems with non-contribution as soon as possible to ensure that the appropriate action can be taken. For the avoidance of

doubt, should a student receive a red card he/she will be required to deliver part of the presentation (5 minutes) alone and will receive a 10% deduction to his/her mark for both parts.

Submission deadlines and date of return of work to students: The presentations will take place in **week 7 (November 11th, 2023)**. The presentations will take place in-person.

You need to inform the module leader once you have created the group and communicate the names of the team members.

One person to email the slides (**at least 24h before the presentation**) for the whole presentation to the module leader (in the corner of the slides write the name of the student and student ID presenting on **each** slide).

Coursework word limit: Duration/Size: 5 mins per student

Will feedback on draft coursework be given? Formative feedback can be provided.

Tips for achieving good marks in assessments: Guidance will be provided in the seminar 1. Additionally, students can ask questions during the weekly 90-minutes self-study sessions.

Feedback to students - How will I receive feedback on this module?

Each student will receive comments about their presentation. Students can request this feedback from the module leader. If after reading the written feedback, students require further feedback on their assignment they should email the module leader to make an appointment.

Schedule

Week	Session	Lecture Topic	Seminar Topic	Reading
October 6	Session 1: 11.30 - 13.00	The evolution of digital marketing and the impact of the digital landscape	Assignment	<p>Essential Reading</p> <ul style="list-style-type: none"> Chaffey, D and Ellis-Chadwick, F. (2019) Digital Marketing: Strategy, Implementation and Practice. Seventh Edition. Pearson: London Chapter 1: Introducing digital marketing (p.6-52) <p>Recommended Additional Reading</p> <ul style="list-style-type: none"> Libai, B., Bart, Y., Gensler, S., Hofacker, C., Kaplan, A., & Köttlerheinrich, K. (2020). Brave new world? On AI and the management of customer relationships. <i>Journal of Interactive Marketing</i>, 51,44–56. Boyd, D. E., & Koles, B. (2019). Virtual reality and its impact on B2B marketing: A value- in-use perspective. <i>Journal of Business Research</i>, 100, 590–598. Suppatvech, C., Godsell, J., & Day, S. (2019). The roles of internet of things technology in enabling servitized business models: A systematic literature review. <i>Industrial Marketing Management</i>, 82, 70–86.
October 6	Session 2: 13.45-15.15	Social media marketing and digital communication environment	Uber case study – Creating customer experience	<p>Essential Reading</p> <ul style="list-style-type: none"> Tynan, C. & McKechnie, S. (2009) Experience marketing: a review and reassessment, <i>Journal of Marketing Management</i>, Vol. 25, No.5-6, 501-517 . Chaffey, D and Ellis-Chadwick, F. (2019) Digital Marketing: Strategy, Implementation and Practice. Seventh Edition. Pearson: London <ul style="list-style-type: none"> Chapter 2 & 3: Macro- and micro-digital environment Tuten, T. L. abd Solomon, M. R. (2018) Social Media Marketing. Third edition. SAGE Publications Ltd.; London <ul style="list-style-type: none"> Chapter 1: The Social Media Environment <p>Recommended Additional Reading</p> <ul style="list-style-type: none"> Kaplan, A.M. and Haenlein, M. (2010) Users of the world, unite! The challenges and opportunities of social media. <i>Business Horizons</i>, 53(1), 59–68. <p>Kietzmann, Jan H., Hermkens, Kristopher, McCarthy, Ian P., & Silvestre, Bruno S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. <i>Business Horizons</i>, 54(3), 241–251</p>
October 6	Session 3: 15.30-17.00	Self-study session with module leader present for questions		
October 7	Session 1: 10:00 - 11:30	Business-to-consumer and business-to-business	Maersk Line case study – Social media marketing in B2B	<p>Essential Reading</p> <ul style="list-style-type: none"> Cartwright, S., Davies, I. & Archer-Brown, C. (2021a). Managing relationships on social media in business-to-business organisations, <i>Journal of Business Research</i>, 125, 120-124.

		social media marketing		<ul style="list-style-type: none"> • Cartwright, S., Liu, H & Raddats, C. (2021b). Strategic use of social media within business-to-business (B2B) marketing: A systematic literature review. <i>Industrial Marketing Management</i>, 97, 35-58. • Cartwright, S. & Davies, I. A. (2022). The development of B2B social networking capabilities, <i>Industrial Marketing Management</i>. IN PRESS • Cartwright, S., Liu, H. & Davies, I. (2022). Influencer marketing in within business-to-business organisations. <i>Industrial Marketing Management</i>. IN PRESS.
October 7	Session 2 & 3: 11:45 - 13:15 14:30 - 16:00	Self-study session with module leader present for questions		
October 13	11:30 – 13:00 online	Self-study session with module leader present for questions		
October 27	11:30 – 13:00 online	Digital marketing strategies	The Honeycomb of social media	<p>Essential Reading</p> <ul style="list-style-type: none"> • Tuten, T. L. and Solomon, M. R. (2018) <i>Social Media Marketing</i>. Third edition. SAGE Publications Ltd.; London <ul style="list-style-type: none"> • Chapter 4 & 5 • Chaffey, D and Ellis-Chadwick, F. (2019) <i>Digital Marketing: Strategy, Implementation and Practice</i>. Seventh Edition. Pearson: London <ul style="list-style-type: none"> • Chapter 6 & 7 <p>Recommended Additional Reading</p> <ul style="list-style-type: none"> • Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. <i>Business Horizons</i>, 54(3), 241–251. <p>Sashi, C. M. (2012). Customer engagement, buyer-seller relationships, and social media. <i>Management Decision</i>, 50(2), 253–272.</p>
November 3	11:30 – 13:00 online	Self-study session with module leader present for questions		
November 10	Session 1: 11.30 - 13.00	Content marketing and mobile marketing in social media context	Loreal case study	<p>Essential Reading</p> <ul style="list-style-type: none"> • Chaffey, D and Ellis-Chadwick, F. (2019) <i>Digital Marketing: Strategy, Implementation and Practice</i>. Seventh Edition. Pearson: London <ul style="list-style-type: none"> • Chapter 3 • Tong, S., X. Luo and B. Xu (2020), "Personalized mobile marketing strategies," <i>Journal of the Academy of Marketing Science</i>, 48 (1), 64–78 <p>Recommended Additional Reading</p>

				Kaplan, A. M. (2012). If you love something, let it go mobile: Mobile marketing and mobile social media 4x4. Business Horizons, 55(2), 129—139.
November 10	Session 2: 13.45-15.15	eWOM, virality and influencer marketing	Under Armour case study – vi- rality	<p>Essential Reading</p> <ul style="list-style-type: none"> Chaffey, D and Ellis-Chadwick, F. (2019) Digital Marketing: Strategy, Implementation and Practice. Seventh Edition. Pearson: London <ul style="list-style-type: none"> Chapter 8, 9 Tuten, T. L. and Solomon, M. R. (2018) Social Media Marketing. Third edition. SAGE Publications Ltd.; London <ul style="list-style-type: none"> Chapter 3, 5 <p>Recommended Additional Reading</p> <ul style="list-style-type: none"> Kozinets, R., de Valck, K., Wojinicki, A. C., & Wilner, S. (2010). Networked narratives: Understanding word-of-mouth marketing in online communities. Journal of Marketing, 74, 71–89. <p>Hinz, Oliver, Bernd Skiera, Christian Barrot, and Jan U. Becker (2011), Seeding Strategies for Viral Marketing: An Empirical Comparison, Journal of Marketing, 75, 6, 55–71.</p>
November 10	Session 3: 15.30-17.00	Self-study session with module leader present for questions		
November 11	10:00 – 16:00	Final Presentations		

Code of Conduct for online Teaching

[Link to the Code of Conduct for online Teaching](#)

Teaching Philosophy

I would like to make an active contribution to successfully advancing your learning progress with the consequence that you can successfully complete the course. In addition to imparting theory and knowledge, I would like to show you the practical significance of the learning contents. In addition, I would like to motivate you to take a critical look at the topics of the lecture and to develop and present your own opinions and approaches to individual media-focused questions and topics and to discuss them with your fellow students and the lecturer in the course.