



Digital Marketing – An Introduction

Young marketers today cannot progress without harnessing **new technologies**. The internet, mobile technology, digital TV and digital radio is becoming the largest marketing communications expenditure for many companies both large and small. It is important to understand how these technologies create value and generate superior service for the range of customers an organisation encounters.

This course is designed for **young inexperienced professionals** who want to learn about digital **marketing efforts and activities and the value this media might give**. You or your organisation should be keen to embrace digital marketing media and tools or at least be interested in the potential value this activity might provide.

You will new to the arena of marketing and keen to learn the basics of digital technology and how it could help your organisation develop its coverage and profile as part of an integrated marketing communications mix.

Learning Objectives:

During this module students will learn:

- To identify digital marketing techniques
- Understand the drivers of the industry and how they effect digital decisions
- Appreciate the role of customer behaviour and needs in digital decisions
- Understand a range of e-tools, their advantages and disadvantages
- Understand and appreciate the legal implications of digital media – now and future issues
- Learn from case studies
- Present an overview of media available and their characteristics, including electronic media, and reasons for planning and selection
- Describe the controls on advertising; social acceptability, legal controls & voluntary constraints, and be able to apply them to given advertisements in the digital frame
- Select appropriate methods for measuring the effectiveness of digital advertising

Course Contents

The aim of the course is to provide an in-depth understanding of the principle methods of communication used by organisations in the achievement of their business objectives

Studies will provide you with the skills and knowledge necessary in managing marketing communications and brand support activities within organisations not only through traditional communications tools but also with the focus on digital tools. The course explains the links between communications and marketing and provides knowledge of fundamental theories of consumer behaviour, and their application to digital marketing communications.

We will also cover a knowledge and understanding of the function of different digital and non-digital media within the marketing mix and communications mix. Studies also aim to ensure that knowledge and understanding of the process of media selection, planning and measuring effectiveness are in place

A highly practical course, participants will design a real campaign, develop customer profiles based on purchasing behaviour, develop pricing models for digital media and will understand the strategic motives behind digital investment and brand management.