

<b>Module Details</b>	
<b>Module Title:</b>	Digital Business and Marketing Strategy Simulation
<b>Module Code:</b>	MAR7512-A
<b>Academic Year:</b>	2020-21
<b>Credit Rating:</b>	10
<b>School:</b>	School of Management
<b>Subject Area:</b>	Marketing
<b>FHEQ Level:</b>	FHEQ Level 7 (Masters)
<b>Pre-requisites:</b>	
<b>Co-requisites:</b>	

<b>Contact Hours</b>	
<b>Type</b>	<b>Hours</b>
Lectures	12
Tutorials	12
Directed Study	76

<b>Availability</b>	
<b>Occurrence</b>	<b>Location / Period</b>
BDA	University of Bradford / Full Year (Sept - Aug)

<b>Module Aims</b>
<ol style="list-style-type: none"> <li>1. To provide a critical evaluation of the role of Business Strategy and digital marketing in corporate success.</li> <li>2. To enable students to assess various digital and strategic marketing planning issues as they relate to corporate and marketing decision making.</li> </ol>

<b>Outline Syllabus</b>
<p>Digital business are the new age businesses converging digital and physical worlds disrupting existing business models and traditional business practices. The digital business of today are different from traditional businesses in terms of presence and integration of digital tools and techniques, including connected devices and intelligent systems, with physical resources, people</p>

and systems to create better customer experiences. This could be the incorporation of intelligence devices (3D printer, bots and sensors) into products and services to reenvision the business landscape. The module aims to cover topics such as:

- Importance of marketing strategy and centrality of customer satisfaction.
- Develop an international strategic marketing plan to achieve organisation's marketing objectives in global context
- Assessing firm's strengths and weaknesses.
- Environmental and competitor analysis to recommend and inform strategic and digital marketing decision-making in an international set-up.
- Planning - relevance, key elements objectives and strategies for different international markets requirements of a marketing audit implementation strategies
- Execute the international strategic marketing plan by managing resources and dynamic business environment
  - Understand the effect of emergence of various digital business model in strategy formulation and implementation process
  - Monitor, measure and adapt the digital marketing plan for continuous improvement in a fast-changing global market

### Learning Outcomes

1	<p>a. Describe and evaluate digital and strategic marketing planning issues that a business may face</p> <p>b. Critically appraise the digital strategic marketing and marketing planning options open to a business and be able to propose customer focus strategic marketing resolutions</p>
2	<p>a. Research and analyse strategic and marketing planning issues within the digital businesses in an international scenario.</p> <p>b Critically carry out a marketing audit and produce an effective strategic marketing plan for implementation across digital businesses globally</p>
3	<p>a. Engage in collaboration thorough group work exercises</p> <p>b. Communicate effectively through business reports.</p>

### Learning, Teaching and Assessment Strategy

Lectures will provide the information for you to build knowledge of strategic marketing and digital marketing planning issues and develop critical awareness of strategic marketing and marketing planning dilemmas within businesses (learning outcomes 1a 1b). Tutorials will provide you, within action learning sets, with the opportunity to implement strategic marketing theory and marketing planning processes within the dynamic environment of a digital business simulation (learning outcomes 1a, 1b, 2a, 2b, 3a).

Formative feedback given through tutorial group work will help you develop collaborative and presentation skills (learning outcomes 3a, 3b). Directed study will encourage you to practice the skills of strategic and digital marketing as you analyse performance of your digital simulated business and implement strategic solutions (learning outcomes 1a,1b, 2a, 2b, 3 a). Student learning is assessed by a group marketing plan and group presentation for your respective simulated company within the simulation.

### Mode of Assessment

Type	Method	Description	Length	Weighting
Summative	Presentation	Group Presentation (20 Minutes and questions and answers). SUPPLEMENTARY: Individual presentation	20 minutes	30%
Summative	Coursework	Group marketing plan (3000 words). SUPPLEMENTARY: Individual marketing plan	2000-3000 words	70%

### Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>.

*Please note:*

*This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.*