

Digital Tools	
Course Purpose and Objectives	<p>This course aims to:</p> <ul style="list-style-type: none"> ▪ Introduce a wide range of digital tools available to marketing planners and campaign managers. ▪ Use digital tools to communicate, monitor progress, optimise content and deepen customer engagement throughout the customer journey ▪ Help students develop the ability to assess the potential of digital tools for acquiring, converting and retaining customers and develop channel-specific testing and search engine optimisation strategies that maximise return on marketing investment ▪ Assess the way in which digital channels provide marketers with unique opportunities to improve the effectiveness of campaigns through continuous testing, analysis and optimisation throughout the module with a blend of theoretical models and hands-on practice. <p>Indicative topics:</p> <ol style="list-style-type: none"> 1. Google analytics simulations 2. Understanding and managing data <ul style="list-style-type: none"> • Data collection, analysis, visualisation and reporting. • Conduct a/b testing. • Examining how digital tools can inform strategies for sales and lead generation. 3. Financial acumen for marketing <ul style="list-style-type: none"> • Understanding and calculating allowable marketing costs. • Forecasting and preparing marketing budgets. • Proposing marketing budgets financial considerations for marketing initiatives. 4. Skills portfolio – Financial forecasting and budgeting, data analysis, data visualisation and reporting skills
Learning Outcomes	<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> ▪ Demonstrate critical awareness and understanding of digital tools ▪ Identify, critically evaluate different tools and technologies used for digital content design, search engine optimisation, google analytics and social media platforms. ▪ Develop a comprehensive understanding of different social media statistics and critically analyse the data to create meaningful and business-specific reports. ▪ Demonstrate systematic knowledge and understanding about online marketing optimisation from lead generation to sales optimisation. ▪ Demonstrate critical understanding of split testing by developing a business-specific testing strategy that defines metrics, testing and optimisation. ▪ Demonstrate financial acumen and skills in effectively carrying out a digital marketing campaign.

