University of the West of England, BRISTOL

MODULE SPECIFICATION

Code: UMKC8Q-15-M **Title**: Interactive Marketing **Version:** 2

Level: M **UWE credit rating**: 15 **ECTS credit rating:** 7.5

Module type: Standard

Owning Faculty: FBL **Field**: Marketing

Valid from: 1 September 05 **Discontinued from:**
 (*Revised 1 September 2008*)

Contributes towards: MSc Marketing, MA Marketing

Pre-requisites: None

Co-requisites: None

Excluded combinations: UMKC8N-15-M – Customer Relationship Management: Analytical tools, techniques and models (SAS supported software)

Aim of module

To provide a framework for implementing interactive marketing in a marketing management context, reflecting changes in the traditional marketing paradigm.

To ensure that students are fully prepared for professional work in the field of interactive marketing.

To ensure students have a complete understanding of the principles and theory of interactive marketing versus other mainstream approaches to marketing.

Learning outcomes

On successful completion of this module students should be able to:

- From an audit of customer and supplier needs identify the customer information, warehousing, research and analysis issues and needs.
- Evaluate and select models, techniques and tools to suit those needs, enabling the design of an interactive marketing programme
- Detail the implementation of an acquisition management programme, using selected models, techniques and tools.
- Detail the implementation of a retention management programme, using selected models, techniques and tools.
- Make media decisions based on an understanding of general principles
- Make creative decisions based on an understanding of general principles
- Interpret results from database marketing activities, making recommendations
   with supporting arguments.

Understand the principles and manage the application of:

- Customer-seller systems and interfaces
- Market modelling in the context of interactive marketing
- Relevant analytical techniques, tools and information management systems used for customer relationship management
- Technological support and systems
- Customer contact marketing programmes

Syllabus outline

analytical tools and techniques to enable
- customer profiling
- market segmentation
- prediction of customer behaviour (online Analytical Processing (OLAP) & Neural Networks)

database management and applications, including
- modelling
- enabling technology
- CRM architecture
- data warehousing and data mining

investigation, analysis and modelling of key marketing mix variables to support interactive marketing including
- integration of traditional and "new" communications media
- marketing communications measurement & modelling
- customer retention measurement and techniques

key elements of tactical direct marketing, in particular direct marketing communications elements such as
- media,
- testing,
- creative approaches,
- offers,

linkages between strategic relationship management and tactical issues such as
- building relationships
- enhancing customer satisfaction
- recruitment and retention
- leveraging loyalty

ethical issues – privacy, social responsibility, legal & voluntary controls over data use and abuse

Teaching and learning methods

Student learning will be:

- during formal contact sessions enabling direct input from academic staff, the discussion and evaluation of academic material and integration of this to organisational settings. Classes will typically be based around group activities, discussion and feedback.
- via private study, including the completion of set reading and activities between formal classes contact as well as their own independent research.
- Via the application of class learned principles to specific large scale case study based on live events in practice
- All material is fully available on Blackboard and the course integrates material within the on-line and classroom settings.

  - o 30 hours on essential reading and thinking, including revision for the exam
  - o The remainder of non contact time on enhancing understanding of the subject through directed study of the applications and contexts of direct marketing.

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Reading Strategy

- All students will be encouraged to make full use of the print and electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through web sites and information gateways. The University Library's web pages provide access to subject relevant resources and services, and to the library catalogue. Many resources can be accessed remotely. Students will be presented with opportunities within the curriculum to develop their information retrieval and evaluation skills in order to identify such resources effectively.

Essential reading
Students will be expected to read chapters from the recommended text and case studies and articles provided in a course booklet in preparation for the workshop sessions. This essential reading is all indicated in the course outline provided to the students and also available on Blackboard.

Set Text - Tapp, A., 2009, *Principles of Direct and Database Marketing,* 4th ed, Pearson, UK. Students will be expected to purchase the set text.

Indicative Bibliography:

Marketing Week
Campaign
Precision Marketing

Selected (up to date) papers from:
Journal of Targeting Measurement and Analysis
Journal of Database Marketing & Customer Strategy Management
Journal of Interactive Marketing
International Journal of Market Research
Journal of Consumer Research
….and similar relevant electronic communities

Assessment

Assessment will take the form of an end of module exam.

This exam will usually take the form of a series of questions based on a case study that students have studied throughout the module. This links up both formative and summative assessment.

The end of module exam will test breadth of student knowledge of interactive models, tools and techniques as well as their ability to critically evaluate the tools used.

The assessment route reflects the need for independent assessment of individuals' ability to understand and apply the key principles of interactive marketing to applied contexts. Coursework approaches would also achieve this objective but direct marketing solutions are widely available on the web and so the exam provides the safest method of ensuring that plagiarism is eliminated.

A case study based exam balances the need for such scrutiny in controlled conditions against the need to ensure that students have the chance to apply their knowledge.

Part time students also have an exam but not linked to any specific case study – the logistics make this more difficult because of the short in-class elapsed time. A more traditional exam checks understanding by asking for individuals to apply to their own examples.

Percentage split
 Weighting between components A (controlled component) and B (standard modules only)   n/a

ATTEMPT 1

First Assessment Opportunity
Component A
Description of each element	**Element weighting**
1 Exam based on detailed case study (3 hours)	100%

Second Assessment Opportunity (further attendance at taught classes is not required)

Component A
Description of each element	**Element weighting**
1 Exam based on detailed case study (3 hours)	100%

ATTEMPT 2 (OR SUBSEQUENT): Attendance at taught classes is required