

DIGITAL MARKETING

SHORT COURSE

THIS SHORT 3 WEEK COURSE IN DIGITAL MARKETING IS DESIGNED TO PROVIDE LEARNERS WITH INSIGHT AND UNDERSTANDING INTO A RANGE OF PROCESSES AND ACTIVITIES FOCUSED ON DIGITAL MARKETING.

LOCATION:	YORK ST JOHN UNIVERSITY ONLINE CAMPUS
COURSE FEES:	FREE OF CHARGE FOR ALL LEARNERS
DURATION:	10 HOURS OF ONLINE STUDY ACROSS 3 WEEKS
START DATE:	20TH MAY 2020
SCHOOL:	YORK BUSINESS SCHOOL



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MEDIAWORKS OVERVIEW

MEDIAWORKS WAS ESTABLISHED IN THE NORTH EAST IN 2007 AND HAS CONTINUED TO SCALE AND GROW DURING THE PAST 10 YEARS FROM OUR NEWCASTLE UPON TYNE HEADQUARTERS.

We are proud to be recognised as one of the leading independent agencies in the UK. Our growing client portfolio features everything from SMEs to large, multi-national blue chip organisations, so we're well-experienced across all sizes of business. Each of our services can stand alone to deliver targeted campaigns, or work in tandem as part of a comprehensive digital solution.



“This course has been designed for local businesses, professionals, graduates’ and marketers from all backgrounds, who have been affected by the recent pandemic. We want to help by offering a wide range of individuals an opportunity to develop a new or existing skill-set in digital marketing alongside York St John University.”

**Brett Jacobson, Chief Executive
Officer at Mediaworks**



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YORK ST JOHN UNIVERSITY

FOUNDED IN 1841 YORK ST JOHN UNIVERSITY HAS BEEN AT THE FOREFRONT OF HIGHER EDUCATION FOR OVER 175 YEARS.

York St John University, is located at the Centre of York in the UK. York St John University was recently named in the top 10 universities in the country for teaching quality by the Sunday Times. York Business School has a rich history of delivering successful online learning courses over a period of more than a decade, having graduated over 1000 learners from online courses in the last 10 years.



“*We are delighted to work collaboratively in partnership with Mediaworks to deliver a truly innovative open learning experience. The course is open to all learners regardless of experience in the digital marketing field. We hope as many learners as possible take this opportunity to gain real world insight and knowledge in a discipline that is in such high demand globally.***”**

**Dr. Bob Gammie,
Dean of the York Business School**



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COURSE OVERVIEW

THIS SHORT COURSE AIMS TO PROVIDE LEARNERS WITH INSIGHT INTO HOW DIGITAL MARKETING METHODS AND TOOLS CAN BE USED TO ENHANCE MARKETING AND WIDER BUSINESS PERFORMANCE.

The course will challenge participants to consider how to structure digital marketing activity and will provide insight into a range of the more common digital marketing tactics and techniques. Particular attention is given to Search Engine Optimisation (SEO), Paid Search Marketing, Web Analytics and Online Reputation Management (ORM). You will learn how to evaluate and measure digital success, developing an understanding of the KPIs and metrics that are important to your campaigns. Practical digital tools and tactics will be explored, focusing on how they align and contribute to the overall business and marketing strategy.



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THERE ARE FOUR DIFFERENT TYPES OF CONTENT UTILISED IN DELIVERING THIS SHORT COURSE:

Type of Content	Description	How are they scheduled?
Video Lecture (Pre-recorded)	These are pre-recorded lectures that will be released each week for the participant to view in their own time	These will be released on a week by week basis . There is a suggested schedule for these video lectures (pre-recorded) but they can be viewed at a time to suit you
Video Lecture (Live)	These sessions are delivered live via a weblink	These lectures will be delivered in allocated time slots each week (see below for detail). But please note if you cannot make these set times, recordings of each session will be made available shortly after the live session has taken place
Additional Resources	Each week we will highlight relevant additional resources, such as articles, podcasts and guides linked with the content delivered	These will be released on a week by week basis and learners can download and view at times that suit your schedule
Workbook	This is what you are currently reading	This book is designed to be your takeaway resource, that you can download and make notes in to support your learning and understanding



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ACCESSING THE ONLINE LEARNING PLATFORM

You will be sent log in details (username and password) directly from York St John University on Tuesday 19th May. The name of the online learning platform is Moodle and is accessible here:

[HTTPS://MOODLE.YORKS.AC.UK](https://moodle.yorks.ac.uk)



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SCHEDULE OF LEARNING

Note additional resources, such as podcasts and articles associated with each session will be available to review at your own pace, and will be accessible through the online learning platform each week.

Week	Activity overview	Type of activity	Expected duration	Expected time of delivery	Complete
Week One	Introduction Lecture – highlighting the platform and discussing the schedule	Video Lecture (Pre- recorded)	20 mins	Wednesday 20th May 11.30-11.50am	
	What is Strategy?	Video Lecture (Pre- recorded)	20 mins	Self determined	
	Gaining Digital Insight (Rachel McGuigan, Head of Insights)	Video Lecture (Live)	60 mins	Thursday 21st May 11.30-12.30	
	SWOT Analysis	Video Lecture (Pre-recorded)	20 mins	Self determined	
	Digital Objective Setting (Daniel Hoggan, Chief Technology Officer)	Video Lecture (Live)	60 mins	Tuesday 26th May 11.30-12.30	



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DIGITAL MARKETING SHORT COURSE

Week	Activity overview	Type of activity	Expected duration	Expected time of delivery	Complete
Week Two	Tactical Implementation framework	Video Lecture (Pre-recorded)	30 mins	Self determined	
	Utilising Paid Media Channels (Ben Homer, Head of Paid Search)	Video Lecture (Live)	60 mins	Thursday 28th May 11.30-12.30	
	Utilising Owned Media Channels (Kev Strong, Head of Search)	Video Lecture (Live)	60 mins	Tuesday 2nd June 11.30-12.30	

Week	Activity overview	Type of activity	Expected duration	Expected time of delivery	Complete
Week Three	Utilising Earned Media Channels (Nicki Pow, Organic Search Director)	Video Lecture (Live)	60 mins	Thursday 4th June 11.30-12.30	
	Measuring Success	Video Lecture (Pre-recorded)	30 mins	Self determined	
	Digital Marketing - Future Insight (Brett Jacobson, CEO and Daniel Hoggan, CTO)	Video Lecture (Live)	60 mins	Tuesday 9th June 11.30-12.30	



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THE PURPOSE OF THIS COURSE IS TO GIVE YOU INSIGHT INTO THE CORE PRINCIPLES, CONCEPTS AND PRACTICAL APPLICATIONS UTILISED WITHIN THE FASTEST GROWING AREA OF MARKETING, DIGITAL MARKETING.

You engage with principles of marketing planning within a digital context, including a range of paid, earned and owned marketing channels and techniques.

The rest of this workbook is designed to support your learning journey and allows you to make notes within one location for each of the lecture based sessions: both pre-recorded and live sessions. You have been allocated one page within this workbook for each session and in some instances, we have also provided additional models such as key models or frameworks that we feel will further aid your knowledge acquisition.

Note this an editable document so please ensure that you save this document after each note making session.

WEEK ONE

Start Date: 20th May

End Date: 26th May

WEEK TWO

Start Date: 27th May

End Date: 2nd June

WEEK THREE

Start Date: 3rd June

End Date: 9th June



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WEEK ONE

Activity overview	Type of activity	Expected duration	Expected time of delivery	Complete
Introduction Lecture – highlighting the platform and discussing the schedule	Video Lecture (Pre-recorded)	20 mins	Wednesday 20th May - prior to any other learning taking place	

IN THIS SESSION WE WILL BE COVERING:

- Basic introductions from the course lead
- How the course all fits together
- How to access the materials within the learning platform

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WEEK ONE

Activity overview	Type of activity	Expected duration	Expected time of delivery	Complete
What is Strategy?	Video Lecture (Pre- recorded)	20 mins	Self determined	

IN THIS SESSION WE WILL BE COVERING:

- The generic concept of strategy focusing on the below



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WEEK ONE

Activity overview	Type of activity	Expected duration	Expected time of delivery	Complete
Gaining Digital Insight (Rachel McGuigan, Head of Insights)	Video Lecture (Live)	60 mins	Thursday 21st May 11.30-12.30	

IN THIS SESSION WE WILL BE COVERING:

- How digital tools can support marketing insight
- How to access data that can support the digital marketing audit

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WEEK ONE

Activity overview	Type of activity	Expected duration	Expected time of delivery	Complete
SWOT Analysis	Video Lecture (Pre-recorded)	20 mins	Self determined	

IN THIS SESSION WE WILL BE COVERING:

- What a SWOT is
- How to do it properly
- How it can inform your marketing approach

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WEEK ONE

Activity overview	Type of activity	Expected duration	Expected time of delivery	Complete
Digital Objective Setting (Daniel Hoggan, Chief Technology Officer)	Video Lecture (Live)	60 mins	Tuesday 26th May 11.30-12.30	

IN THIS SESSION WE WILL BE COVERING:

- A range of relevant marketing objectives and their linkages with strategic direction, including developing SMART objectives
- How operational objectives contribute to the wider marketing objectives, particularly in a digital marketing context

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WEEK TWO

Activity overview	Type of activity	Expected duration	Expected time of delivery	Complete
Tactical Implementation framework	Video Lecture (Pre-recorded)	30 mins	Self determined	

IN THIS SESSION WE WILL BE COVERING:

- How to evaluate the digital marketing channels available
- The conversion funnel in a digital first environment
- How to produce structured and effective tactical implementation plans

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WEEK TWO

Activity overview	Type of activity	Expected duration	Expected time of delivery	Complete
Utilising Paid Media Channels (Ben Homer, Head of Paid Search)	Video Lecture (Live)	60 mins	Thursday 28th May 11.30-12.30	

IN THIS SESSION WE WILL BE COVERING:

- What is Paid Media
- What are the common Channels within Paid Media
- Key steps in developing and optimising Paid Campaigns

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WEEK TWO

Activity overview	Type of activity	Expected duration	Expected time of delivery	Complete
Utilising Owned Media Channels (Kev Strong, Head of Search)	Video Lecture (Live)	60 mins	Tuesday 2nd June 11.30-12.30	

IN THIS SESSION WE WILL BE COVERING:

- What is Owned Media
- What are the common Channels within Owned Media
- Key steps to using SEO as an Owned activity

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WEEK THREE

Activity overview	Type of activity	Expected duration	Expected time of delivery	Complete
Utilising Earned Media Channels (Nicki Pow, Organic Search Director)	Video Lecture (Live)	60 mins	Thursday 4th June 11.30-12.30	

IN THIS SESSION WE WILL BE COVERING:

- What is Earned Media
- What are the common activities within Earned Media
- Key steps within ORM

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WEEK THREE

Activity overview	Type of activity	Expected duration	Expected time of delivery	Complete
Measuring Success	Video Lecture (Pre-recorded)	30 mins	Self determined	

IN THIS SESSION WE WILL BE COVERING:

- A methodological approach to measuring digital marketing performance
- The role of measurement and KPIs throughout a customer or user journey

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WEEK THREE

Activity overview	Type of activity	Expected duration	Expected time of delivery	Complete
Digital Marketing Future Insight (Brett Jacobson, CEO and Daniel Hoggan CTO)	Video Lecture (Live)	60 mins	Tuesday 9th June 11.30-12.30	

IN THIS SESSION WE WILL BE COVERING:

- Key trends within digital marketing
- Future opportunities through digital marketing activity

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GENERAL NOTES

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ENJOYED YOUR LEARNING EXPERIENCE?

MSC DIGITAL MARKETING AND DATA ANALYTICS (ONLINE)

Did you know that Mediaworks have formally partnered with York St John University to deliver an online Masters course in Digital Marketing and Data Analytics.

The course which starts on June 15th 2020 and has a further intakes planned for October, January and April, has been developed to meet the growing skills and knowledge demand in these fast paced and dynamic areas.

The course modules include:

- Strategic Thinking in Digital Marketing
- Driving insight from Data Analytics
- Communicating in the Digital Age
- Digital Change, Innovation and Disruption
- Capstone Project (Industry Project)

FIND OUT MORE


To find out more about the course, email our admissions team from Monday – Friday 09.00 – 17.00


TO APPLY


Please ensure you have a fully up-to-date CV and then complete the short application process at:

W: digital.yorks.ac.uk/contact-us/

E: york.admissions@mediaworks.co.uk

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