

Integrating Digital Media and Branding

10 credits - Level 4



Introduction

Media planning has become increasingly difficult in recent years. There has been an explosion of the ways in which stakeholders are contacted both digitally and through conventional media such as print, radio and television. Convergence of media creates new problems and opportunities for brands.

This unit intends to evaluate all the key channels used for communicating with the customer and to ascertain how they are evolving. At the same time, it will look at how integration can take place and evolve, lessening the channel conflict and dissonance in communication.

Campaigns, which highlight good brand communications in the digital age, will be highlighted and evaluated. The unit will also look at the fast changing landscape of social networking and the part it plays within the digital mix, and the key components of a brand and how these can be enhanced through the integration of communication media.

Aims and Objectives

This unit aims to provide candidates with a good understanding of the fragmented nature of media management. It will equip them with the skills and knowledge that are necessary in evaluating and integrating brand propositions both online and offline. The four sections comprise of: offline media such as print, radio and television; online digital media including mobile communications; integrated communications and integrated branding communications, and key performance indicators in integrated marketing communications (IMC).

Assessment Methodology

Case Study based assignment

Learning Outcomes

On completion of the unit, participants will be able to:

- Evaluate the importance of integrating diverse media in communications
- Analyse the challenges of integrating communications via online and offline media
- Discuss the new role of social media and networks in communication
- Employ an integrated approach to creating, sustaining and promoting a brand
- Appraise the evolving nature of communications through mobiles devices and converging technologies
- Evaluate the role of key performance indicators in Integrated Marketing Communications.

Knowledge and Skill Requirements

Element 1: Understanding offline media (25%)

1.1 Classify the role of offline media in terms of the current marketing communications environment:

- Definition of offline media
- Objectives of offline communication
- The changing role and fragmentation of offline media
- Branding pathways

1.2 Explain the components of offline branding:

- Conventional print, radio and television branding
- Billboards, coupons, vouchers

- The communications mix in terms of the conventional 4Ps and offline media
- 1.3 Evaluate television and radio as a communication media and their changing roles:
- Understanding the growth of TV and radio advertising within the media mix
 - Measuring effectiveness
 - The growth of interactive advertising
 - On demand players - the blurring of online/offline media

Element 2: Evaluate online digital media (25%)

- 2.1 Evaluate the role and extent of online media in communications:
- Defining digital media
 - The differing roles of digital media
 - Digital media evolution
 - Mobile marketing
 - Permission marketing
- 2.2 Analyse the digital communication landscape in order to assess its effectiveness:
- The Internet and Google ads
 - Blogs and micro-blogs
 - Social networking
 - E mail communication
 - Mobile communication
 - Virtual worlds such as Second Life
 - Referral tools such as Digg
 - Syndication such as RSS
- 2.3 Appraise the interaction between online and offline communication in meeting communication/advertising objectives:
- Digital billboards and interactive advertising
 - Digital newspapers and digital advertising
 - TV campaigning with mobile links
 - On demand TV and mobiles
 - Gaming, advergaming and comics
 - Films and print/TV

Element 3: Integrated Marketing and Branding Communications (25%)

- 3.1 Discuss the role of Integrated Marketing Communications in the digital age:
- Review traditional integrated marketing communication methodologies
 - Closing the digital loops
 - Integration within a global environment
 - Integration of offline/online media communications
- 3.2 Discriminate between short burst campaigns and IMC longer term planning:
- Local and regional TV advertising
 - Blogs and IMC
 - Mobile ads and IMC
 - Integrating short burst campaigns
- 3.3 Appraise the role of current print-based media on IMC:
- Newspapers and digital news
 - Integrating print and podcasting
 - Technological leaps
- 3.4 Review the role of branding communications in the digital and offline arena:
- Communicating the brand vision/promise

- Brands and the digital landscape
- Online brand PR
- Customer relationships and brands
- Brands and interactivity
- TV/online links for brands

Element 4: Employ Key Performance Indicators in Integrated Marketing Communications (25%)

4.1 Select Key Performance Indicators for analysing IMC effectiveness:

- Conversion rates, page views
- Unique visitors
- Bounce rate
- Abandon rates
- Cost per conversion
- Click rates
- Market sector specific

4.2 Apply KPIs to improve brand communications:

- Offline advertising effectiveness
- Offline/online brand campaign effectiveness
- Micro-blogging and SMS texting
- Virtual worlds and traffic measurement

4.3 Evaluate brand effectiveness within the new media landscape:

- Growing brand awareness
- Enhancing brand image and reputation
- Developing brand loyalty levels

Books

Ryan, D. and Jones, C. (2009) *Understanding Digital Marketing* Kogan Page

Scoble, R. and Israel, S. (2006) *Naked Conversations* Wiley

Wind, J. and Mahajan, V. (2001) *Digital Marketing: Global Strategies from the World's leading experts*. John Wiley and Sons