

The Manchester MBA

Elective: **Digital Marketing Strategy**

MANCHESTER
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The University of Manchester
Alliance Manchester Business School

Want to stay ahead in a world where marketing is increasingly driven by AI, data, and constant change? This course is designed for you.

Digital marketing is no longer just about social media and search engines, it now extends into AI-powered ecosystems, where visibility, persuasion, and performance happen across platforms like Google, Baidu, LinkedIn, TikTok, WhatsApp, Wechat and even generative AI tools such as ChatGPT and Copilot. Leaders who understand this landscape gain a critical competitive advantage.

In this elective, you will learn how to design powerful, data-driven digital marketing strategies that work in today's omni-channel, AI-influenced environment. You will go beyond traditional SEO and explore Generative Engine Optimisation (GEO), ensuring that brands remain visible and relevant in AI-generated responses.

Crucially, you will also develop the ability to use AI intelligently and responsibly, leveraging it to enhance decisions while maintaining human oversight, creativity, and ethical control.

Using the *Stakeholder Persona Spring* framework, you will build real-world strategies that connect personas, channels, data, and business goals.

By the end of the course, you will be able to diagnose, design, and optimise digital strategies like a modern marketing leader, ready to drive growth in a digitally disrupted world.

How you'll benefit



Think like a modern digital leader: Develop a strategic mindset to navigate complex, AI-driven customer journeys and build sustainable competitive advantage.



Master advanced digital and AI tools: Apply frameworks such as stakeholder personas, SEO/SMO, and Generative Engine Optimisation (GEO) to drive visibility across traditional and AI-powered platforms.



Make confident, data-driven decisions: Leverage analytics, experimentation, and AI-supported insights to optimise marketing performance and reduce uncertainty.



Turn strategy into real-world impact: Design integrated digital strategies that connect business objectives, content, channels, and measurement.



Leverage AI responsibly for competitive advantage: Use generative AI effectively while maintaining human oversight, ethical awareness, and strategic control.

Delivery method

This elective is delivered over either two or six months, depending on when it is offered, and combines online learning with a choice of either a three-day face-to-face workshop or an equivalent virtual workshop.



Aleksej Heinze

Dr Aleksej Heinze began his career in a technology start-up developing case-management systems for legal practices, sparking his interest in technology-enabled innovation.

He is Unit Director for Digital Marketing Strategy, and his academic work focuses on digital marketing, blended learning and data-driven practice.

An active member of the international digital marketing community, he has contributed to award-winning EU-funded projects and serves as a judge for the EU and UK Search Awards, bridging academic insight with real-world application. One of his recent EU projects – Bridge GAP – explores the use of AI technology against corruption.

Have any further questions about The Manchester MBA?

✉ Please get in touch - mba@manchester.ac.uk

This document provides an example of the course content and faculty members who will be teaching this MBA course; however, details are subject to change.