

Liverpool John Moores University

Title: Developing Digital Media
Status: Definitive
Code: **4567FTKBS** (118843)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Dublin Business School

| Team | Leader |
|----------------|--------|
| Alistair Beere | |

Academic Level: OTH
Credit Value: 12.00
Total Delivered Hours: 36.00
Total Learning Hours: 120
Private Study: 84

Delivery Options

Course typically offered: Semester 1

| Component | Contact Hours |
|-----------|---------------|
| Practical | 36.000 |

Grading Basis: 40 %

Assessment Details

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|--------------|-------------------|-------------|---------------|---------------|
| Presentation | PRAC | | 100.0 | 3.00 |

Aims

1. To provide for student experience in developing and using a variety of popular digital marketing tools.
2. To facilitate understanding of the features of these digital marketing tools as applied to various marketing scenarios through development and use.
3. To analyse the process involved in developing digital marketing tools.
4. To provide a basis for future understanding of digital tools as they evolve in the digital marketing environment.

Learning Outcomes

- *Network building*
- *Learning and following conventions and norms*
- *Using Mentions and hash-tags*
- *Shorteners and abbreviated writing*
- *Listening with micro-blogs*
- *Setting up and running Promoted tweets*

4. Social Networks

- *Tools for usage: Facebook, LinkedIn*
- *Personal Presence & Corporate Presence*
- *Facebook Tools:*
 - o *Facebook Pages (liking and commenting, fan notifications, news feeds, Page linking, Page building, Wall filtering, writing and using Notes,*
 - o *Facebook Connect & Facebook Share,*
 - o *Facebook Places, Facebook Deals, Facebook Events*
 - o *Facebook Ad (Advertising) platform*
 - o *Facebook Applications (Aps)*
- *Groups and group management*
- *Assessing network traffic*

5. Multimedia Tools

- *Tools for usage: Youtube, Flickr, itunes, Slideshare*
- *Creating content*
- *Creating channels and accounts*
- *Tagging and indexing content*
- *Understanding and using a variety of multimedia web formats*
- *Integrating multimedia content across platforms*
- *Advertising on multimedia content (ad servers and rich media vendors)*

6. Social Bookmarking

- *Tools for usage: Delicious, Digg, Stumbleupon*
- *Using and managing tags*
- *Public and private listings*
- *Importing and exporting bookmark listings*
- *Networking bookmarking*
- *Mining bookmarking sites*
- *Structuring content for social bookmarking*

7. Online Communities

- *Emphasis on interactivity and common interests*
- *Skills for creation and ongoing managing/moderating online communities*
- *Best practice for member activity*
- *Forums (interactive conversation, tools for usage: boards.ie, phpBB)*
- *Wikis (collaborative document creation, tool for usage: wikispaces)*

8. Email

- *Understanding the importance of opt-in*
- *List management*
- *Writing content*
- *Replying processes*
- *Moderating content and sending volume*
- *Handling subscriptions and cancelations*
- *Email as an advertising platform*
- *Avoiding spam*
- *Automated email marketing software*

Learning Activities

Student learning will be assessed by way of active practical project and presentation.

References

| | |
|------------------------|--------------------------------------|
| Course Material | Book |
| Author | John K Waters |
| Publishing Year | 2010 |
| Title | The everything guide to social media |
| Subtitle | |
| Edition | |
| Publisher | Adams Media |
| ISBN | |

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|------------------------|----------------------------------|
| Course Material | Book |
| Author | Michael Miller |
| Publishing Year | 2010 |
| Title | The ultimate web marketing guide |
| Subtitle | |
| Edition | |
| Publisher | Que |
| ISBN | |

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|------------------------|----------------------------------|
| Course Material | Book |
| Author | Susan Gunelius |
| Publishing Year | 2011 |
| Title | 30 minute social media marketing |
| Subtitle | |
| Edition | |
| Publisher | McGraw-Hill |
| ISBN | |

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|------------------------|------------------------|
| Course Material | Book |
| Author | Liana Evans |
| Publishing Year | 2010 |
| Title | Social media marketing |
| Subtitle | |
| Edition | |
| Publisher | Que |
| ISBN | |

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|------------------------|---------------------------------|
| Course Material | Book |
| Author | Dan Zarella |
| Publishing Year | 2010 |
| Title | The social media marketing book |
| Subtitle | |
| Edition | |
| Publisher | O'Reilly |
| ISBN | |

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|------------------------|--|
| Course Material | Book |
| Author | Catherine Parker |
| Publishing Year | 2010 |
| Title | 301 ways to use social media to boost your marketing |
| Subtitle | |
| Edition | |
| Publisher | McGraw-Hill |
| ISBN | |

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|------------------------|------------------------|
| Course Material | Book |
| Author | Liana Evans |
| Publishing Year | 2010 |
| Title | Social Media Marketing |
| Subtitle | |
| Edition | |
| Publisher | Que Biztech |
| ISBN | |

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|------------------------|--------------------------------------|
| Course Material | Book |
| Author | Jon Reed |
| Publishing Year | 2011 |
| Title | Getup to speed with online marketing |
| Subtitle | |
| Edition | |
| Publisher | FT Prentice |
| ISBN | |

| | |
|------------------------|---|
| Course Material | Book |
| Author | Brian Halligan, Dharmesh Shah & David Meerman Scott |

| | |
|------------------------|---|
| Publishing Year | 2009 |
| Title | Inbound Marketing: Get Found Using Google, Social Media and Blogs |
| Subtitle | |
| Edition | |
| Publisher | Wiley |
| ISBN | |

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|------------------------|--------------------|
| Course Material | Book |
| Author | Justin R Levy |
| Publishing Year | 2010 |
| Title | Facebook marketing |
| Subtitle | |
| Edition | |
| Publisher | Que |
| ISBN | |

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|------------------------|---------------------------------|
| Course Material | Book |
| Author | Hollis Thomases |
| Publishing Year | 2010 |
| Title | Twitter marketing an hour a day |
| Subtitle | |
| Edition | |
| Publisher | Wiley |
| ISBN | |

| | |
|------------------------|---|
| Course Material | Website |
| Author | |
| Publishing Year | |
| Title | http://www.socialmediamarketing.com/blog/ |
| Subtitle | |
| Edition | |
| Publisher | |
| ISBN | |

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|------------------------|---|
| Course Material | Website |
| Author | |
| Publishing Year | |
| Title | http://activate.ie/blog/ |
| Subtitle | |
| Edition | |
| Publisher | |
| ISBN | |

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|------------------------|---------|
| Course Material | Website |
| Author | |
| Publishing Year | |

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|------------------|---|
| Title | http://www.krishnade.com/blog/ |
| Subtitle | |
| Edition | |
| Publisher | |
| ISBN | |

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|------------------------|---|
| Course Material | Website |
| Author | |
| Publishing Year | |
| Title | http://www.scottmonty.com/ |
| Subtitle | |
| Edition | |
| Publisher | |
| ISBN | |

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|------------------------|---|
| Course Material | Website |
| Author | |
| Publishing Year | |
| Title | http://www.digitalmarketingschool.com/ |
| Subtitle | |
| Edition | |
| Publisher | |
| ISBN | |

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|------------------------|---|
| Course Material | Website |
| Author | |
| Publishing Year | |
| Title | http://www.understandingdigital.com/ |
| Subtitle | |
| Edition | |
| Publisher | |
| ISBN | |

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|------------------------|---|
| Course Material | Website |
| Author | |
| Publishing Year | |
| Title | http://www.cybercom.ie/ |
| Subtitle | |
| Edition | |
| Publisher | |
| ISBN | |

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|------------------------|---|
| Course Material | Website |
| Author | |
| Publishing Year | |
| Title | http://www.themarketingpod.ie/ |
| Subtitle | |

| | |
|------------------|--|
| Edition | |
| Publisher | |
| ISBN | |

Notes

The modules focuses on the development of useful digital marketing tools, with attention to the specific features of individual tools as applied to marketing scenarios. The 100% assessment reflects the practical nature of the course with students responsible for developing and justifying a set of digital marketing tools for a predetermined purpose.