

## Liverpool John Moores University

Title: Practical Digital Marketing Skills  
Status: Definitive  
Code: **5004LBSMK** (128985)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Business and Management

Team	Leader
Francis Muir	Y

**Academic Level:** FHEQ5      **Credit Value:** 20      **Total Delivered Hours:** 44  
**Total Learning Hours:** 200      **Private Study:** 156

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Online	11
Workshop	33

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	Port	A portfolio of evidence that shows clear practical understanding of digital marketing	100	

### Aims

*Demonstrate a practical understanding of the key areas of digital marketing, including current digital marketing tools and website development.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Develop a practical understanding of the tools necessary to implement and measure a digital marketing campaign.
- 2 Critically evaluate the impact of digital practices on the marketing function.
- 3 Analyse the key emerging trends in the field of digital marketing.

### **Learning Outcomes of Assessments**

The assessment item list is assessed via the learning outcomes listed:

Portfolio	1	2	3
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### **Outline Syllabus**

*Website development.*

*Email Marketing Campaign Development.*

*Online Advertising Tools.*

*Web Analytics.*

*Search Engine Optimisation.*

*Social Media Management Tools.*

*Online video.*

### **Learning Activities**

Practical workshops using current digital marketing tools.

### **Notes**

This complementary programme of skills will enable students to understand and participate in the development of digital marketing solutions.