LIVERPOOL JOHN MOORES UNIVERSITY

Practical Digital Marketing Skills

Module Information

2022.01, Approved

Summary Information

Module Code	5006LBSEVM
Formal Module Title	Practical Digital Marketing Skills
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Online	11

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

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

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Develop a practical understanding of the tools necessary to implement and measure a digital marketing campaign.
MLO2	2	Critically evaluate the impact of digital practices on the marketing function.
MLO3	3	Analyse the key emerging trends in the field of digital marketing.

Module Content

Outline Syllabus	Website development. Email Marketing Campaign Development. Online Advertising Tools. Web Analytics. Search Engine Optimisation. Social Media Management Tools. Online video.
Module Overview	
Additional Information	This is a shared module between the Tourism and Events programmes. This module focusses on Digital Marketing Skills. Topics such as Online Advertising Tools; Web Analytics; Search Engine Optimisation; Social Media Management Tools; Web Development are conductive to being delivered online

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Portfolio	100	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Adenike Adebayo	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings