

Liverpool John Moores University

Title: MEDIA MARKETING
Status: Definitive
Code: **5026IMEDIA** (119035)
Version Start Date: 01-08-2012

Owning School/Faculty: Liverpool Screen School
Teaching School/Faculty: Liverpool Screen School

Team	Leader
Sarah Haynes	Y
Mark Smith	
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Academic Level: FHEQ5 **Credit Value:** 24.00 **Total Delivered Hours:** 72.00
Total Learning Hours: 240 **Private Study:** 168

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	12.000
Tutorial	30.000
Workshop	30.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	PRES	GROUP PRESENTATION OF A STRATEGY FOR A VIRAL MARKETING CAMPAIGN AND EVALUATE HOW SUCCESSFUL THEIR CAMPAIGN HAS BEEN SO FAR	60.0	
Report	REPORT	A 3,000 WORD REPORT DETAILING A RATIONALE FOR THE STRATEGY AND THEIR INDIVIDUAL ROLE IN ITS DEVELOPMENT AND	40.0	

Category	Short Description	Description	Weighting (%)	Exam Duration
		PRESENTATION		

Aims

1. To provide students with an understanding of viral marketing.
2. To engage students with online tools to market media products.
3. To develop student's knowledge of marketing strategies.
4. To engender a creative approach to audience generation and marketing

Learning Outcomes

After completing the module the student should be able to:

- 1 Plan and develop a strategy to promote a media artefact.
- 2 Implement an online campaign to generate an audience.
- 3 Identify the strengths and weaknesses of the online campaign and recommend improvements.

Learning Outcomes of Assessments

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

PRESENTATION	1	2
REPORT	3	

Outline Syllabus

Developing a strategy to promote a media product.
Developing and sustaining online communities
Viral marketing

Learning Activities

Through lectures and workshops students will be introduced to tools and techniques for marketing online and will be shown examples of innovative practice. In teams they will promote a media product / event online and use the techniques introduced in the module to develop a viral marketing campaign. They will evaluate their success and make a presentation about their experience.

As individuals they will write a reflective essay that demonstrates their individual understanding and their role in the production of the strategy and presentation.

References

Course Material	Book
Author	Brown, E.
Publishing Year	2010
Title	Working the Crowd
Subtitle	Social Media Marketing for Business
Edition	
Publisher	Swindon, UK: British Computer Society
ISBN	

Course Material	Book
Author	Meerman Scott, D.
Publishing Year	2010
Title	The New Rules of Marketing and PR
Subtitle	How to use social media, blogs, news releases, online video and viral marketing to reach buyers directly
Edition	
Publisher	New Jersey, USA: Wiley
ISBN	

Course Material	Book
Author	Stratten, S.
Publishing Year	2010
Title	Unmarketing
Subtitle	Stop Marketing. Start Engaging
Edition	
Publisher	New Jersey, USA: Wiley
ISBN	

Notes

Students will use online solutions to promote a media artefact. They will examine examples of innovative practice and propose / implement a mini campaign to generate a following online for a media product or event. Students will create and promote their online presence and then make a presentation detailing their strategy and evaluating it's success in generating interest / an audience.