

Digital Marketing

Module Information

2022.01, Approved

Summary Information

Module Code	5028MEDIA
Formal Module Title	Digital Marketing
Owning School	Liverpool Screen School
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Liverpool Screen School

Learning Methods

Learning Method Type	Hours
Lecture	11
Seminar	11
Workshop	33

Module Offering(s)

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

Aims and Outcomes

Aims	To understand the key elements required in digital campaign planning and design.To further enhance professional presentation design skills and communication
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Demonstrate an understanding of key components required in a successful digital brand campaign
MLO2	2	Evidence a practical understanding of the tools and documentation necessary to implement an online digital campaign.
MLO3	3	To analyse a marketing campaign from a critical and technical viewpoint.

Module Content

Outline Syllabus	This module will equip students with the skills and understanding necessary to explore the creative process in building successful online brands. Students will analyse the relationship between enterprises and advertising agencies and discover how to create innovative concepts that are appropriate for a given creative brief. The lecture series will introduce key concepts including:STP (Segmentation, Targeting, Positioning).7 p's of marketing.Performance tracking – platform engagement, mobile vs web click through etc.Analytics – using media data sets to inform strategy. The Seminar Crit will encourage peer to peer learning and feedback on campaign plans. Workshops will support technical needs.
Module Overview	
Additional Information	Students should work in the same groups as the "Industry 2" module. The marketing knowledge gained in this module should support the Industry 2 module outputs.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	Product campaign design	50	0	MLO1, MLO2
Report	Campaign Analysis	50	0	MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Hatana El-Jarn	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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