

Summary Information

Module Code	5034BUSMK
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
Tutorial	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	The module aims to provide students with a practical understand of the key areas of digital marketing.
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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 Social Media Management Tools Marketing Automation Software
Module Overview	The module aims to provide you with a practical understand of the key areas of digital marketing. You will learn how to develop a practical understanding of the tools necessary to implement and measure a digital marketing campaign and critically evaluate the impact of digital practices on the marketing function.
Additional Information	This complementary programme of skills will enable students to understand and participate in the development of digital marketing solutions.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	Group Presentation	50	0	MLO1, MLO2, MLO3
Artefacts	Individual Report	50	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Francis Muir	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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