

Liverpool John Moores University

Title: Practical Digital Marketing Skills
Status: Definitive
Code: **5034BUSMK** (123173)
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
Tutorial	11
Workshop	33

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Prestn	A 20 minute group presentation	50	
Report	Rpt	An individual 2000 word (+/- 10%) critical skills report	50	

Aims

The module aims to provide students with a practical understand of the key areas of digital marketing.

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:

Group Presentation	1	2	3
Individual Report	1	2	3

Outline Syllabus

Website development
Email Marketing Campaign Development
Online Advertising Tools
Web Analytics
Social Media Management Tools
Marketing Automation Software

Learning Activities

Practical workshops with complementary tutorials to reinforce learning.

Notes

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