

Module Information

2022.01, Approved

Summary Information

Module Code	5166PDE
Formal Module Title	Digital Marketing and Business Model Development
Owning School	Engineering
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Engineering

Learning Methods

Learning Method Type	Hours
Seminar	22
Workshop	22

Module Offering(s)

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

Aims and Outcomes

Aims	The aim of this module is to enable the student to develop a primarily digital marketing plan for a product concept, a key part of which involves producing a promotional video and photographic still featuring the prototype.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Develop a positioning and branding strategy for your product design
MLO2	2	Develop a credible and imaginative promotional plan for your product design.
MLO3	3	Design, plan and manage the creation of a scripted promotional video.

Module Content

Outline Syllabus	- Business Model Development The business context – commercial realities, risk and reward, the innovation funnel. Entrepreneurs and intrapreneurs, issues in becoming freelance, self employed or setting up a small business, advantages, disadvantages, risks, opportunities, crowdfunding Market research, secondary, primary Competitive advantage, value drivers, cost drivers, generic strategies Segmentation and targeting Positioning and value proposition Branding and packaging development, still photography 360 degree promotional strategy, campaign planning, advertising, public relations, teaser campaigns, sales strategy, campaign metrics Internet marketing, email marketing, Search Engine Optimisation, Internet marketing analytics Social media plan, Social media analytics, database marketing, cross/up selling Service interaction design Intellectual property- Video Production Video genres, promotional videos, the process of creating a promotional video to project brand values The language and grammar of film, semiotics, symbolism, narrative structure, the story arc, three act play, creative process, scriptwriting, storyboarding, directing Project planning : production process, resource acquisition and scheduling, budgeting, location scouting, props Pre-production paperwork : shooting script, shooting schedule, script breakdown, floor plans, contracts, call sheets, release forms, risk assessment Production : running a set, continuity, the take sequence Shooting : Basic photography concepts, prime lenses, video camera design and operation, cinematography, DSLR phenomenon Shooting with a DSLR, DSLR audio (second system sound) Video post production Audio post production Mastering – formats, standards Distribution - uploading – web formats
Module Overview	The aim of this module is to enable you to develop a primarily digital marketing plan for a product concept, a key part of which involves producing a promotional video and photographic still featuring the prototype.
Additional Information	This module is delivered using a variety methods including ad-hoc lectures, seminars, tutorials and practical studio sessions. The module will be delivered from a product design perspective.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Marketing plan to secure funds	50	0	MLO1, MLO2
Artefacts	Promotional video for website	50	0	MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Kevin Johnston	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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