

Liverpool John Moores University

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Title: Digital Marketing & Business Model Development
Status: Definitive
Code: **5166PDE** (121754)
Version Start Date: 01-08-2021

Owning School/Faculty: Engineering
Teaching School/Faculty: Engineering

Team	Leader
Kevin Johnston	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
Seminar	22
Workshop	22

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Marketing	Research report	50	
Artefacts	Video	Business plan	50	

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.

Learning Outcomes

After completing the module the student should be able to:

- 1 Develop a positioning and branding strategy for your product design
- 2 Develop a credible and imaginative promotional plan for your product design.
- 3 Design, plan and manage the creation of a scripted promotional video.

Learning Outcomes of Assessments

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

Marketing plan to secure funds	1	2
Promotional video for website	3	

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

Learning Activities

This module will be delivered through an integrated series of lectures and tutorialised practical sessions; of which 50% will be synchronous online and 50% face to face. The learning activities are to be student focused and develop the students design knowledge through experiential learning.

Notes

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.