

## Module Information

2022.01, Approved

### Summary Information

Module Code	5266PDE
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	Construct 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	<p>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 and primary. Competitive advantage, value drivers, design 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 (IP) protection and design registration. Requirements for copyright, a patent, a design or a brand trademark. 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 and directing. Project planning: production process, resource acquisition and scheduling, budgeting, location scouting and props. Pre-production paperwork: shooting script, shooting schedule, script breakdown, floor plans, contracts, call sheets, release forms and risk assessment. Production: running a set, continuity and 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 and web formats.</p>
Module Overview	<p><b>Aims</b>  <b>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.</b></p> <p><b>Learning Outcomes</b>  <b>After completing the module the student should be able to:</b></p> <p><b>1 Develop a positioning and branding strategy for your product design</b>  <b>2 Construct a credible and imaginative promotional plan for your product design</b>  <b>3 Design, plan and manage the creation of a scripted promotional video.</b></p>
Additional Information	<p>UN Sustainable Development Goals This module includes content, which relates to the following UN Sustainable Development Goals SDG09 – this module investigates the development of small-scale enterprises used to deliver products to market at a faster rate, boosting industrial productivity in a sustainable manner.</p>

**Assessments**

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Marketing plan	50	0	MLO1, MLO2

Presentation	Promotional video for website	50	0	MLO3
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## 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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