

Summary Information

Module Code	5501LBSLC
Formal Module Title	Digital Marketing
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Module Contacts**Module Leader**

Contact Name	Applies to all offerings	Offerings
Andrew Lyon	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
City of Liverpool College

Learning Methods

Learning Method Type	Hours
Lecture	22
Seminar	22

Module Offering(s)

Offering Code	Location	Start Month	Duration
SEP-PAR	PAR	September	12 Weeks

Aims and Outcomes

Aims	To provide students with the knowledge and understanding of the principles and practices of marketing with specific focus on the tourism, leisure and hospitality industries.
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Analyse theories and frameworks of marketing management.
MLO2	Develop a practical understanding of the tools necessary to implement and measure a digital marketing campaign.
MLO3	Apply creative solutions to organisational challenges in marketing and managing organisations.

Module Content

Outline Syllabus
the learner will identify the challenges of marketing a service and analyse the marketing mix in terms of the 7P's. An evaluation could be made of the internal/micro environment of a chosen organisation by applying tools such as a SWOT analysis and the Boston matrix. The Macro environment could also be analysed by utilising PEST and Porters 5 Forces. Knowledge gained through taught sessions will then be utilised in order to create a digital marketing campaign.

Module Overview

Additional Information

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Portfolio	Portfolio	100	0	MLO1, MLO2, MLO3