

## Liverpool John Moores University

Title: Digital Marketing  
Status: Definitive  
Code: **5512YPCBSC** (126838)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: YPC International College (Kolej Antarabangsa YPC)

Team	Leader
Jimmy Haughey	Y

**Academic Level:** FHEQ5      **Credit Value:** 20      **Total Delivered Hours:** 46  
**Total Learning Hours:** 200      **Private Study:** 154

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	11
Seminar	33

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	PRES	Group Presentation	50	
Exam	Exam	2 Hr Examination	50	2

### Aims

*To enable students to gain an in depth understanding of trends and business models in the Digital Economy with particular focus on Digital Marketing.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Analyse a range of digital marketing practices in terms of their underlying business models.
- 2 Compare the impact of digital marketing practices on the Marketing function.
- 3 Apply and demonstrate the principles of effective digital presence and marketing practices in the development of an online portfolio.

### **Learning Outcomes of Assessments**

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

Group Presentation	1	
2 Hr Examination	2	3

### **Outline Syllabus**

*Internet landscape*  
*Types of Digital Business activity*  
*Digital Commerce business models*  
*Legal issues*  
*Internet Marketing Strategies*  
*Internet Marketing Communications.*  
*Analytics*  
*Social Media management*

### **Learning Activities**

Formal lectures and seminars.

### **Notes**

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