

Digital Marketing

Module Information

2022.01, Approved

Summary Information

Module Code	5512YPCBSC
Formal Module Title	Digital Marketing
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
YPC International College (Kolej Antarabangsa YPC)

Learning Methods

Learning Method Type	Hours
Lecture	11
Seminar	33

Module Offering(s)

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

Aims and Outcomes

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.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Analyse a range of digital marketing practices in terms of their underlying business models.
MLO2	2	Compare the impact of digital marketing practices on the Marketing function.
MLO3	3	Apply and demonstrate the principles of effective digital presence and marketing practices in the development of an online portfolio.

Module Content

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

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	Group Presentation	50	0	MLO1
Exam	2 Hr Examination	50	2	MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Jimmy Haughey	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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