

## Liverpool John Moores University

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Title: Fundamentals of Digital Marketing  
Status: Definitive  
Code: **5523DBSFOD** (119630)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School  
Teaching School/Faculty: Dublin Business School

Team	Leader
Alistair Beere	Y

**Academic Level:** FHEQ5  
**Credit Value:** 24.00  
**Total Delivered Hours:** 77.00  
**Total Learning Hours:** 240  
**Private Study:** 163

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	25.000
Practical	50.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	Project		50.0	
Exam	Exam		50.0	2.00

### Aims

- To facilitate understanding of the popular digital marketing channels (at time of delivering coursework) and appreciation of the value chain that enables these businesses to operate.
- To demonstrate how core marketing principles can be applied in the digital environment.

## Learning Outcomes

After completing the module the student should be able to:

- LO1 Identify the participants of the digital ecosystem and their interrelationship
- LO2 Investigate how a particular product or service can be marketed using digital marketing techniques in particular those that facilitate interactive engagement and participation.
- LO3 Create a digital marketing campaign encompassing decisions on branding, channels and communications
- LO4 Demonstrate understanding of the stages of the on-line consumer decision making process and the factors that affect buying behaviour on-line.

## Learning Outcomes of Assessments

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

Project	LO 1	LO 2	LO 3	LO 4
Exam	LO 1	LO 4		

## Outline Syllabus

*This classroom based module will enable students to get an overview of the digital marketing industry, its players and best practices. The aim is for the student to appreciate how digital marketing is part of any modern day integrated brand communications strategy.*

*Classes will take place in both a lecture and demonstration format with built-in group work to aid discussion and debate. Case studies will also be included.*

## Learning Activities

Introduction to Principles of Digital Marketing

Digital Marketing - An overview

- Origins and evolution of Digital Marketing.
- Digital marketing use cases

Digital Ecosystem – web, social web, mobile

- Size of the industry & key players.
- Role of the consumer in generating content (UGC)
- Role of Search engines & Social networks
- Emerging media e.g. mobile advertising & apps.

Market trends & Information sources

- Global & Local digital marketing trends
- Navigating the web to source credible information.

#### Market Segmentation & Targeting

- Identifying & targeting suitable digital channels
- Targeting Vs Broadcasting online.

#### The Digital consumer

- Understanding behaviours on a per channel basis.
- Current market trends
- Understanding digital noise to improve clear marketing communications.

#### Planning & Implementing digital campaigns

- Role of a digital agency.
- Identifying channels that perform.
- Budgeting; forecasting & controlling spend.
- Email marketing.
- Role of affiliates & ad brokers.

#### Building brands online

- Brands need to stay relevant to their audience.
- Campaign based or ongoing dialogue?
- Global winners & losers in digital marketing.
- Need to engage consumers in digital.
- Performance Marketing Vs Brand Building.

#### Digital Channels – reaching digital audiences

- Global & Local channels
- Role of aggregators, content farms, search engines.
- Growth of social web.

### References

<b>Course Material</b>	Book
<b>Author</b>	Chaffey, Elis-Chadwick, Mayer & Johnston
<b>Publishing Year</b>	2011
<b>Title</b>	Internet Marketing – Strategy, Implementation and Practice
<b>Subtitle</b>	
<b>Edition</b>	5th
<b>Publisher</b>	Prentice Hall
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Meerman Scott, David
<b>Publishing Year</b>	2010
<b>Title</b>	New Rules of Marketing and PR

<b>Subtitle</b>	
<b>Edition</b>	2nd
<b>Publisher</b>	Wiley & Sons
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Szetela & Kerschbaum
<b>Publishing Year</b>	2010
<b>Title</b>	Pay Per Click Search Engine Marketing: An Hour a day
<b>Subtitle</b>	
<b>Edition</b>	1st
<b>Publisher</b>	Wiley Publishing
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Solis, Brian
<b>Publishing Year</b>	2010
<b>Title</b>	Engage
<b>Subtitle</b>	
<b>Edition</b>	1st
<b>Publisher</b>	Wiley Publishing
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Kaushik, Avinash
<b>Publishing Year</b>	2010
<b>Title</b>	Web Analytics 2.0
<b>Subtitle</b>	
<b>Edition</b>	1st
<b>Publisher</b>	Wiley Publishing
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Kent Wertime, Ian Fenwick
<b>Publishing Year</b>	2008
<b>Title</b>	DigiMarketing: The Essential Guide to New Media and Digital Marketing
<b>Subtitle</b>	
<b>Edition</b>	1st
<b>Publisher</b>	Wiley & Sons
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	David Meerman Scott, Jim
<b>Publishing Year</b>	2010
<b>Title</b>	Social media metrics
<b>Subtitle</b>	

<b>Edition</b>	1st
<b>Publisher</b>	Wiley & Sons
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Chapman & Handley
<b>Publishing Year</b>	2010
<b>Title</b>	Content Rules
<b>Subtitle</b>	
<b>Edition</b>	1st
<b>Publisher</b>	Wiley & Sons
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Jaffe, Joseph
<b>Publishing Year</b>	2010
<b>Title</b>	Flip the Funnell
<b>Subtitle</b>	
<b>Edition</b>	1st
<b>Publisher</b>	Wiley & Sons
<b>ISBN</b>	

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## Notes

On successful completion of this module, students should be able to:

1. Identify the participants of the digital ecosystem and their interrelationship.
2. Investigate how a particular product or service can be marketed using digital marketing techniques in particular those that facilitate interactive engagement and participation.
3. Create a digital marketing campaign encompassing decisions on branding, channels and communications
4. Demonstrate understanding of the stages of the on-line consumer decision making process and the factors that affect buying behaviour on-line.