

### Summary Information

<b>Module Code</b>	5604DGABW
<b>Formal Module Title</b>	Practical Digital Marketing Skills
<b>Owning School</b>	Business and Management
<b>Career</b>	Undergraduate
<b>Credits</b>	20
<b>Academic level</b>	FHEQ Level 5
<b>Grading Schema</b>	40

### Module Contacts

#### Module Leader

Contact Name	Applies to all offerings	Offerings
Teng-Hsiang Hsu	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

<b>LJMU Schools involved in Delivery</b>
LJMU Partner Taught

## Partner Teaching Institution

Institution Name
Dong A University

## Learning Methods

Learning Method Type	Hours
Online	11
Workshop	33

## Module Offering(s)

Offering Code	Location	Start Month	Duration
JAN-PAR	PAR	January	12 Weeks

## Aims and Outcomes

<b>Aims</b>	Demonstrate a practical understanding of the key areas of digital marketing, including current digital marketing tools and website development.
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## Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Develop a practical understanding of the tools necessary to implement and measure a digital marketing campaign.
MLO2	Critically evaluate the impact of digital practices on the marketing function.
MLO3	Analyse the key emerging trends in the field of digital marketing.

## Module Content

Outline Syllabus
Website development.Email Marketing Campaign Development.Online Advertising Tools.Web Analytics.Search Engine Optimisation.Social Media Management Tools.Online video.

## Module Overview

**Additional Information**

This complementary programme of skills will enable students to understand and participate in the development of digital marketing solutions.

**Assessments**

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