

**Summary Information**

<b>Module Code</b>	5604VLUBW
<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
--------------	--------------------------	-----------

**Partner Module Team**

Contact Name	Applies to all offerings	Offerings
--------------	--------------------------	-----------

**Teaching Responsibility**

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

## Partner Teaching Institution

Institution Name
Van Lang 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.
-------------	---

## 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**

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