

Liverpool John Moores University

Title: Digital Marketing
Status: Definitive
Code: **5712SERCBM** (128218)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: South Eastern Regional College

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

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