

## Liverpool John Moores University

Title: Integrated Digital Marketing Communications  
Status: Definitive  
Code: **6001BPR** (121609)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Business and Management

Team	Leader
Francis Muir	Y

**Academic Level:** FHEQ6  
**Credit Value:** 20  
**Total Delivered Hours:** 44  
**Total Learning Hours:** 200  
**Private Study:** 156

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Workshop	44

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Technology	Online P	Individual work - portfolio of Digital Marketing artefacts	100	

### Aims

*To develop a theoretical and practical understanding of current issues and trends in digital marketing communications.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Critically assess the digital marketing landscape and current trends

- 2 Construct engaging and interactive content for appropriate platforms to attract and retain customers.
- 3 Evaluate technologies and understand appropriate adoption and use in a digital marketing context.
- 4 Critically evaluate best practice methods for a company's online presence

**Learning Outcomes of Assessments**

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

Online presence with report	1	2	3	4
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**Outline Syllabus**

- Web site creation*
- Digital advertising*
- Creating content for digital platforms*
- Email marketing*
- Social Media platforms and communications*
- Data analysis*
- Online campaigns management*

**Learning Activities**

This module is delivered through a series of workshops involving theoretical and practical work.

**Notes**

This course will enable the students to develop a theoretical and practical understanding of current issues and trends in digital marketing communications.