

Summary Information

Module Code	6001BPR
Formal Module Title	Integrated Digital Marketing Communications
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Mathew Analogbei	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

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
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Workshop	44
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Module Offering(s)

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

Aims and Outcomes

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

After completing the module the student should be able to:

Code	Description
MLO1	Critically assess the digital marketing landscape and current trends
MLO2	Construct engaging and interactive content for appropriate platforms to attract and retain customers.
MLO3	Evaluate technologies and understand appropriate adoption and use in a digital marketing context.
MLO4	Critically evaluate best practice methods for a company's online presence

Module Content

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

Module Overview
This module enables you to develop a theoretical and practical understanding of current issues and trends in digital marketing communications.

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

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Portfolio	Online presence with report	100	0	MLO1, MLO3, MLO4, MLO2