

# Digital Marketing

## Module Information

2022.01, Approved

### Summary Information

Module Code	6004LBSBW
Formal Module Title	Digital Marketing
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

### Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

### Learning Methods

Learning Method Type	Hours
Lecture	11
Online	11
Seminar	22

### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

### Aims and Outcomes

Aims	To allow students to develop an understanding of the key theory surrounding digital campaign planning.
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**After completing the module the student should be able to:**

**Learning Outcomes**

Code	Number	Description
MLO1	1	To critically appraise the key roles that digital channels can play within an overall campaign.
MLO2	2	Critically evaluate how digital tactics can be integrated into a traditional integrated marketing campaign.
MLO3	3	Transfer and apply the key theoretical underpinning learnt in this module to Digital Marketing practice.

**Module Content**

Outline Syllabus	The user journey.Email marketing.Search Engine Optimisation and keyword placement.Online advertising.Social media marketing.Omni-channel marketing.Inbound marketing.Using data to inform campaigns.
Module Overview	
Additional Information	This module should complement the content learnt in level 5 and reinforce learning in adjacent modules at level 6

**Assessments**

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

**Module Contacts**

**Module Leader**

Contact Name	Applies to all offerings	Offerings
Natalie Taylor	Yes	N/A

**Partner Module Team**

Contact Name	Applies to all offerings	Offerings
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