

Liverpool John Moores University

Title: Digital Marketing
Status: Definitive
Code: **6004LBSMK** (129000)
Version Start Date: 01-08-2021

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

Team	Leader
Natalie Taylor	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
Lecture	11
Online	11
Seminar	22

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	Portfolio	Individual Portfolio	100	

Aims

To allow students to develop an understanding of the key theory surrounding digital campaign planning.

Learning Outcomes

After completing the module the student should be able to:

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

Learning Outcomes of Assessments

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

Individual Portfolio	1	2	3
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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.

Learning Activities

Lectures, online activities and seminars.

Notes

This module should complement the content learnt in level 5 and reinforce learning in adjacent modules at level 6