

Liverpool John Moores University

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Title: Digital Media Tools
Status: Definitive
Code: **6023DBSDMT** (119196)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Dublin Business School

Team	Leader
Alistair Beere	Y

Academic Level: FHEQ6
Credit Value: 24.00
Total Delivered Hours: 75.00
Total Learning Hours: 240
Private Study: 165

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	25.000
Practical	50.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	Project		80.0	
Presentation	Presentati		20.0	

Aims

This practical hands-on-keyboard module explores how a variety of digital marketing tools are developed, used and assessed by marketers. The 100% assessment reflects the applied nature of the course with students developing and evaluating the digital tools they will design

Learning Outcomes

After completing the module the student should be able to:

- LO1 Design and develop a selection of the more popular digital marketing tools
- LO2 Apply these tools to a variety of typical marketing scenarios
- LO3 Explain the procedures involved in this application
- LO4 Assess the value of their applied tools to marketing aims and objectives
- LO5 Appreciate the difficulties involved in applying digital tools to marketing activities
- LO6 Explore the integration of digital tools for a given marketing set of processes

Learning Outcomes of Assessments

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

Project	LO 1	LO 2	LO 3	LO 4	LO 5	LO 6
Presentation	LO 1	LO 2	LO 3	LO 4	LO 5	LO 6

Outline Syllabus

. Leveraging Social Media Marketing

- *Digital social media impact on society, business, and marketing*
- *Requirements of social media tools for social media marketing*
- *Integration with traditional marketing practices*
- *The importance of customer-as-partner social integration*
- *Brand building and relationship building*
- *Publicity and promotions*
- *The art of "listening" with the social web*
- *Understanding optimal mixes of social media tools*

2. Blogging

- *Tools for usage: Wordpress, Blogger*
- *Locating, installing and running plug-ins*
- *Public and private blogs*
- *Writing blog content*
- *Blog moderation rules*
- *Blog search tools*
- *Building reputation, relations and awareness*
- *Blog monetising*

3. Micro-Blogging

- *Tools for usage: Twitter, Tumblr*
- *Desktop and mobile support tools e.g. Seesmic, Tweetdeck, Tweetcaster*

- *Setting publicity preferences*
- *Followers and Followings*
- *Economical writing*
- *Learning and following conventions and norms*
- *Using Mentions and hash-tags*
- *Alerting with micro-blogs*
- *Trendings and Promoted tweets*

4. Social Networks

- *Tools for usage: Facebook, LinkedIn*
- *Profiles & Pages*
- *Facebook for business:*
 - o *Facebook as an advertising platform*
 - o *Facebook Applications*
 - o *Creating and running Facebook Pages*
 - o *Profile targeting*
- *Social Networks & Privacy Options*
- *Social Networks as Online Communities*

5. Multimedia Tools

- *Tools for usage: Youtube, Flickr, itunes, Slideshare*
- *Using your digital camera and phone to create content*
- *Uploading content*
- *Using tags and keywords effectively*
- *Multimedia web formats*
- *Identifying and integrating with online multimedia groups*
- *Understanding and respecting group norms and sanctions*
- *Inter-linking multimedia types*
- *Branding and promoting multimedia content*

6. Social Bookmarking

- *Tools for usage: Delicious, Digg, Stumbleupon*
- *Importance of tagging and tag bundles*
- *Editing bookmarks*
- *Syndication feeds*
- *Licencing bookmark RSS feeds*
- *Bookmarklet buttons*
- *Networking bookmarking*
- *Mining bookmarking sites*
- *Facilitating content for social bookmarking*

7. Online Communities

- *Special interest groups*
- *Professional B2B vs. Informal B2C communities*
- *Emphasis on interactivity and socialisation*

- *Moderation of online communities*
- *Setting rules & evolving norms*
- *Forums (interactive conversation, tools for usage: boards.ie, phpBB)*
- *Wikis (collaborative document creation, tool for usage: wikispaces)*

8. Email

- *Building relationships, loyalty and repeat business*
- *Permission marketing*
- *List management and track-to-basket activities*
- *Creating and using email templates*
- *Writing content*
- *Customising content according to segments*
- *Importance of personalisation*
- *Scheduling content dispatch*
- *Avoiding spam*
- *Automated email marketing software*

Learning Activities

Student learning will be assessed by way of active practical project and presentation

References

Course Material	Book
Author	Susan Sweeney & Randall Craig
Publishing Year	2010
Title	Social media for business
Subtitle	
Edition	
Publisher	Maximum Press
ISBN	

Course Material	Book
Author	Dan Zarella
Publishing Year	2010
Title	The social media marketing book
Subtitle	
Edition	
Publisher	O'Reilly
ISBN	

Course Material	Book
Author	Todd Kelsey
Publishing Year	2010

Title	Social networking spaces
Subtitle	
Edition	
Publisher	Apress
ISBN	

Course Material	Book
Author	Catherine Parker
Publishing Year	2010
Title	301 ways to use social media to boost your marketing
Subtitle	
Edition	
Publisher	McGraw-Hill
ISBN	

Notes

Classes will take place in the computer labs so as to facilitate practical experience and learning with the required software tools.