

# Digital Marketing

## Module Information

2022.01, Approved

### Summary Information

Module Code	6032BUSMK
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
Seminar	22
Tutorial	11

### Module Offering(s)

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

### Aims and Outcomes

Aims	This module will introduce the key theoretical elements of Digital Marketing and the contribution it can make to an integrated marketing communication campaign.
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**After completing the module the student should be able to:**

**Learning Outcomes**

Code	Number	Description
MLO1	1	Critically apply a range of key digital marketing theory to the current business environment.
MLO2	2	Transfer and apply the theoretical underpinning of digital marketing to the practical skills acquired in 5034BUSMK.
MLO3	3	Critically evaluate how the theories of digital marketing can compliment a traditional integrated marketing campaign.

**Module Content**

Outline Syllabus	Students will critically evaluate the theoretical underpinnings of digital marketing including: Digital Marketing Strategy Mobile Marketing Online Promotion Inbound Marketing Social Media Monitoring Email Marketing
Module Overview	This module will introduce the key theoretical elements of Digital Marketing and the contribution it can make to an integrated marketing communication campaign.
Additional Information	The module will provide students with the opportunity to critically consider the theoretical underpinnings of digital marketing and the part it can play in Integrated Marketing Communication campaigns.

**Assessments**

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Centralised Exam	Exam	100	3	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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