

Liverpool John Moores University

Title: Digital Marketing
Status: Definitive
Code: **6032BUSMK** (121492)
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: 47
Total Learning Hours: 200
Private Study: 153

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	11
Seminar	22
Tutorial	11

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	Exam	Exam	100	3

Aims

This module will introduce the key theoretical elements of Digital Marketing and the contribution it can make to an integrated marketing communication campaign.

Learning Outcomes

After completing the module the student should be able to:

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

Learning Outcomes of Assessments

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

Exam	1	2	3
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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

Learning Activities

Lectures, seminars and tutorials

Notes

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.