Liverpool John Moores University

Title: Marketing for New Media
Status: Definitive
Code: **6120ENG**   (117093)
Version Start Date: 01-08-2013

Owning School/Faculty: Engineering
Teaching School/Faculty: Engineering

Team	Leader
Kevin Bains-Johnston	Y
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Academic Level:	FHEQ6	**Credit Value:**	24.00	**Total Delivered Hours:**	60.00
Total Learning Hours:	240	**Private Study:**	180		

Delivery Options
Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	48.000
Tutorial	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	TV Channel Brand Analysis	30.0	
Report	Report	Programme idea, metadata and VRM data model	30.0	
Report	Report	360o Marketing Plan	40.0	

Aims

This module aims to raise awareness of the nature and implications of this new media context and for students to develop audience engagement strategies to address these challenges.

Learning Outcomes

After completing the module the student should be able to:

LO1   Analyse the potential of new media channels to build brand recognition, create audience loyalty and increase revenue

LO2   Employ analytical techniques that support engagement of the audience base

LO3   Devise internet marketing campaigns that contribute to and derive revenue from on-line communities of viewers

LO4   Employ internet-based marketing campaigns that optimise choice of on-line techniques and integrate with off-line media

Learning Outcomes of Assessments

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

Brand analysis   LO1

Programme idea   LO3

Marketing plan   LO2   LO4

Outline Syllabus

Integrated marketing communications
Semiotics
Corporate branding Brand architecture, DNA and heritage, Branding across digital channels
Integrating on and off-line marketing
Marketing planning, Media planning
Digital Ecosystem, Multi-platform, 360 delivery
PITV, Youtube, PVRs, iPlayer, Canvas, mobile content
The broadcasting media production industry : macroenvironment (PEST Factors), the microenvironment (Porters Five Forces)
Industry structure, fragmentation, "the Hollywood model"
Value chain analysis
The Resource-based View, Core Competencies
Content management, metadata, content narratives
Relationship marketing, customer loyalty and retention
Database marketing / Customer Relationship Marketing (CRM)
Permission marketing, legal issues
Profiling, analytics
Web2.0, social networking, Facebook, Twitter, Viewer Generated Content, Current TV
Viewer Generated Content, Current TV, Virtual Communities
Internet marketing, Search Engine Optimisation
Product Lifecycle, Product Portfolio Management

Learning Activities

The module will be delivered via lectures supported by tutorial activity. Videos, guest speakers will be used where appropriate. Additional reading will be prescribed to develop depth of knowledge and understanding of selected topics

References

Course Material	Book
Author	Gillina, J
Publishing Year	2010
Title	Television and New Media
Subtitle	
Edition	
Publisher	Must-Click TV
ISBN	0415802385

Course Material	Book
Author	Jaokar, A
Publishing Year	2009
Title	Social Media Marketing: How Data Analytics Helps to Monetize the User Base in Telecoms, Social Networks, Media and Advertising in a Converged Ecosystem
Subtitle	
Edition	
Publisher	
ISBN	0955606977

Course Material	Book
Author	Chaffey, Ellis-Chadwick, Mayer and Johnston
Publishing Year	2009
Title	Internet Marketing
Subtitle	
Edition	4th
Publisher	FT-Prentice-Hall
ISBN	

Course Material	Book
Author	Tapp, A
Publishing Year	2005
Title	Principles of Direct and Database Marketing
Subtitle	
Edition	
Publisher	Wiley
ISBN	

Course Material	Book

Author	Hagel and Armstrong
Publishing Year	1997
Title	Net Gain : Expanding Markets Through Virtual Communities
Subtitle	
Edition	
Publisher	HBSP
ISBN	

Course Material	Book
Author	Godin, S. and Peppers, D
Publishing Year	1999
Title	Permission Marketing : Turning Strangers into Friends and Friends into Customers
Subtitle	
Edition	
Publisher	Simon and Schuster
ISBN	

Notes

Since the 1990s marketing has undergone a revolutionary shift of emphasis from the product-centric marketing mix to the customer-centric relationship. This module considers how to create customer-centric television content and marketing that focuses on the interaction between the producer and the consumer. The primary focus of this module is how to effectively implement marketing strategies using databases and the Internet that allow television companies to interact with viewers on an individual basis, enhancing audience loyalty and profitability.