Liverpool John Moores University

Title: Entrepreneurship
Status: Definitive
Code: **6184PDE**   (125989)
Version Start Date: 01-08-2021

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

Team	Leader
Kevin Johnston	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
Practical	22
Tutorial	11

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Technology	Portfolio	Digital launch and marketing web-based portfolio	100	1

Aims

To enable the student to develop a digital strategy for the launch and marketing of a product solution as identified in module 6183PDE Major Project.

Learning Outcomes

After completing the module the student should be able to:

1   Synthesize a business model
2   Create a branding strategy for your product
3   Create a digital promotional platform and marketing campaign for your product

Learning Outcomes of Assessments

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

Digital launch/marketing   1   2   3
port.

Outline Syllabus

This is a practical module allowing students the opportunity to develop a digital marketing strategy for the product solution they have identified as part of module 6183PDE Major Project. Various solution pathways and business models will be developed in coordination with the final prototyped product solution.

Business Model Development
Revenue streams; key resources; key activities; key partnerships; costs structure

Market research
Competitive advantage, value drivers, cost drivers, generic strategies, positioning and value proposition, understanding intellectual property rights

Branding and promotion
360 degree promotional strategy, campaign planning and metrics, sales strategy

Creating digital content
Visual content creation (photographic and video), copywriting, social media plan, distribution and deployment to web, cloud and crowd-based platforms

Learning Activities

This module will be delivered through an integrated series of lectures, tutorials, practical studio sessions and case studies. The learning activities are to be student focused and develop the students knowledge of marketing and business model generation in a digital context through experiential learning.

Notes

Students may be required to display their work in an official location at a given date(s) as defined by the programme team and in a format according to the module documentation provided.