**Liverpool** John Moores University

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Title:                               Digital Media Tools
Status:                           Definitive
Code:                            **6523DBSDMT**    (119632)
Version Start Date:         01-08-2017

Owning School/Faculty:         Academic Portfolio
Teaching School/Faculty:       Dublin Business School

| Team | Leader |
|------|--------|
| Alistair Beere | Y |

| **Academic Level:** | FHEQ6 | **Credit Value:** | 24 | **Total Delivered Hours:** | 75 |
|---|---|---|---|---|---|
| **Total Learning Hours:** | 240 | **Private Study:** | 165 | | |

**Delivery Options**
Course typically offered: Standard Year Long

| Component | Contact Hours |
|-----------|---------------|
| Lecture | 25 |
| Practical | 50 |

**Grading Basis:** 40 %

**Assessment Details**

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|----------|------------------|-------------|---------------|---------------|
| Essay | Project | | 80 | |
| Presentation | Presentati | | 20 | |

**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:

1       Design and develop a selection of the more popular digital marketing tools
2       Apply these tools to a variety of typical marketing scenarios
3       Explain the procedures involved in this application
4       Assess the value of their applied tools to marketing aims and objectives
5       Appreciate the difficulties involved in applying digital tools to marketing activities
6       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 | 1 | 2 | 3 | 4 | 5 | 6 |
|---|---|---|---|---|---|---|
| Presentation | 1 | 2 | 3 | 4 | 5 | 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

**Notes**

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