LIVERPOOL JOHN MOORES UNIVERSITY

Digital Marketing

Module Information

2022.01, Approved

Summary Information

Module Code	6604VLUBW
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
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Van Lang University

Learning Methods

Learning Method Type	Hours
Lecture	11
Online	11
Seminar	22

Module Offering(s)

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

Aims and Outcomes

Aims	To allow students to develop an understanding of the key theory surrounding digital campaign planning.

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	To critically appraise the key roles that digital channels can play within an overall campaign.
MLO2	2	Critically evaluate how digital tactics can be integrated into a traditional integrated marketing campaign.
MLO3	3	Transfer and apply the key theoretical underpinning learnt in this module to Digital Marketing practice.

Module Content

Outline Syllabus	The user journey.Email marketing.Search Engine Optimisation and keyword placement.Online advertising.Social media marketing.Omni-channel marketing.Inbound marketing.Using data to inform campaigns.
Module Overview	
Additional Information	This module should complement the content learnt in level 5 and reinforce learning in adjacent modules at level 6

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Individual Portfolio	100	0	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