Liverpool John Moores University

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Title: Digital Marketing in Context
Status: Definitive
Code: **7000DMKT**   (120176)
Version Start Date: 01-08-2017

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

Team	Leader
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Academic Level: FHEQ7	**Credit Value:** 20	**Total Delivered Hours:** 36
Total Learning Hours: 200	**Private Study:** 164	

Delivery Options
Course typically offered: Semester 1

Component	Contact Hours
Workshop	36

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Artefacts	Blog		60	
Portfolio	Portfolio		40	

Aims

1. To develop a theoretical and practical understanding of current issues and trends in digital marketing.
2. To introduce students to the impact of digital marketing on organisations and customers.

3. To analyse the nature of the digital marketing function and understand the importance of an integrated marketing
strategy within the modern organisation.
4. To evaluate creative content and appropriate technologies to engage and retain customers.
5.To understand the digital marketing industry and contributions of associated bodies.

Learning Outcomes

After completing the module the student should be able to:

1	Critically assess the digital marketing landscape and current trends
2	Create engaging and interactive content for appropriate platforms to attract and retain customers
3	Evaluate technologies and understand appropriate adoption and use in a digital marketing context.
4	Demonstrate an awareness of current trends and future developments in digital marketing
5	Critically understand the complexities and dynamic environment of the digital marketing industry

Learning Outcomes of Assessments

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

Creative & Interactive DM blog	1	2	4
Portfolio of prof development	1	3	5

Outline Syllabus

Introduction to digital marketing
Digital marketing communications (DMCs)
The digital customer
Creating content for digital platforms
The digital agency
Project Management (Industry standard methodologies)
Email marketing
Display advertising
Social Media platforms and communications
Viral marketing
Affiliate marketing
Mobile marketing
Legal and regulatory aspects of digital marketing
Emerging trends and predicting the future of digital marketing

Learning Activities

This module will employ a range of learning activities including lectures, case studies, student led discussions, practical activies (e.g. design a viral campaign, create visual content).

Notes

Throughout the course students will adopt industry practices in blogging about their reading, practical experience and reflections on the digital marketing industry, current practices and emergent trends. Industry and academic guest speakers will be invited as appropriate. Students will also be asked to develop a portfolio recording their professional development which can remain active throughout the programme and serve as a showcase of their achievements on completion.