

Summary Information

Module Code	7000LBSDB
Formal Module Title	Digital Business
Owning School	Business and Management
Career	Postgraduate Taught
Credits	20
Academic level	FHEQ Level 7
Grading Schema	50

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Chin Ong	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
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Seminar	40
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Module Offering(s)

Offering Code	Location	Start Month	Duration
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

Aims	To develop students ability to analyse, design and deploy web based solutions in line with organisational strategic aims
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	To develop skills and knowledge to support business analysis and the strategic deployment of web based solutions
MLO2	To develop a range of digital marketing and advertising tools effectively.
MLO3	To evaluate software tools that can be used to maximise a business's digital customer interactions.

Module Content

Outline Syllabus
Issue analysis User centred design techniques and principles Information architecture Search engine optimisation Social media marketing Email marketing Online advertising Analytics Legal issues

Module Overview
<p>Analyse, design and deploy web based solutions in line with organisational strategic aims. You will develop a range of digital marketing and advertising tools effectively and evaluate software tools that can be used to maximise a business's digital customer interactions.</p>

Additional Information

This module examines the digital technologies supporting online business and the methods used to develop digital solutions

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Presentation	Digital commerce assignment	100	0	MLO1, MLO2, MLO3