

## Liverpool John Moores University

Title: Research Methods for Digital Marketing  
Status: Definitive  
Code: **7005DMKT** (120299)  
Version Start Date: 01-08-2017

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

Team	Leader
Joseph McGrath	Y
Rachel McLean	

**Academic Level:** FHEQ7      **Credit Value:** 20      **Total Delivered Hours:** 28  
**Total Learning Hours:** 200      **Private Study:** 172

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	14
Workshop	14

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report		100	

### Aims

*To provide a framework from which research philosophies, strategies and methods associated with research within business and marketing can be critically examined.*

*To develop a deeper understanding of research competencies with specific reference to Digital Marketing and the data collection methods that can be utilised.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate and examine research approaches with particular reference to digital marketing
- 2 Develop a research proposal for examining digital marketing within an academic or practical environment
- 3 Assess and recommend the research methods that may be used for future research within a major project or consultancy report.

## Learning Outcomes of Assessments

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

Individual Research Report	1	2	3
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## Outline Syllabus

*Research Philosophies and strategies*  
*Application and practice of literature and data sources*  
*Data Gathering techniques within a digital marketing environment*  
*Analysis of techniques towards quantitative and qualitative data*  
*Statistical Analysis*  
*Application of outside sources (e.g. Google Analytics)*  
*Ethical issues in research*  
*Management of the process*  
*Designing and executing research for projects / consultancy*

## Learning Activities

Lectures  
Workshops with practical and interactive participation  
Discussion of current techniques  
Case Studies

## Notes

This module will be predominantly classroom led, the areas covered will enable the student to undertake the Project / Consultancy, this is an essential element of the masters programme, providing evidence of independent learning at masters level.