

Liverpool John Moores University

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Title: Digital Marketing in Context
Status: Definitive
Code: **7020DMKT** (123749)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

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: 50 %

Assessment Details

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