

Liverpool John Moores University

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Title: Digital Marketing Current and Emerging Technologies
Status: Definitive
Code: **7021DMKT** (123755)
Version Start Date: 01-08-2021

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

Team	Leader
Natalie Taylor	Y

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
Technology	Tech	Online presence with report	100	

Aims

To enable students to exploit digital technologies in line with companies' marketing objectives

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically appraise and evaluate the routes to establishing a company presence online through web site design and social media
- 2 Critically evaluate best practice methods for a company's online presence
- 3 Execute optimal web presence through usability, accessibility and SEO
- 4 Extract and evaluate data, providing comprehensive recommendations through representation and analysis

Learning Outcomes of Assessments

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

Online presence with report	1	2	3	4
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Outline Syllabus

Site creation

Content management

User centred design

Search Engine Optimisation Principles

Creating a social media presence

Data analysis

Learning Activities

This module is delivered through a series of workshops involving theoretical and practical work.

Notes

Many of the online tools used for this module are industry leading technologies provided by the major search engines (e.g. Google Analytics, AdSense, Bing Ads). Students should also refer to the Smart Insights web resource (www.smartinsights.com)