

## Liverpool John Moores University

Title: Digital Marketing Campaign Management  
Status: Definitive  
Code: **7024DMKT** (123760)  
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:** 24  
**Total Learning Hours:** 200      **Private Study:** 176

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Online	7
Seminar	17

**Grading Basis:** 50 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	Team port	Digital Marketing Campaign	85	
Reflection	Personal	Reflection	15	

### Aims

*To implement and assess a digital marketing campaign on live case study within a group*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Implement and assess the on-going strategic direction of a digital marketing campaign
- 2 Analyse the company external and internal environment and provide a clear and actionable digital marketing strategy
- 3 Create and execute the marketing campaign within a digital marketing environment.
- 4 Review the performance of the digital marketing campaign using analytics and comparing the plan versus actual.
- 5 Evaluate the personal effectiveness of the project team / individual.

### **Learning Outcomes of Assessments**

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

Digital Marketing Campaign	1	2	3	4
Reflection	5			

### **Outline Syllabus**

*Operationalising a Marketing Plan*  
*Segmentation, targeting and positioning in a digital environment*  
*Strategic Analysis*  
*Marketing Implementation*  
*Execution and evaluation of digital marketing strategies and tactics*  
*Evaluation and measurement*

### **Learning Activities**

Seminars, online activities, group activity and planning.

### **Notes**

This course uses group learning activities with guidance and supervision.