

Liverpool John Moores University

Title: Research Methods for Digital Marketing
Status: Definitive
Code: **7025DMKT** (123761)
Version Start Date: 01-08-2021

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

Team	Leader
Vito Tassiello	Y

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

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	14
Workshop	14

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Individual Research project	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.