# Module Proforma

**Approved, 2022.02**

## Summary Information

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|---|---|
| **Module Code** | 7110DMKT |
| **Formal Module Title** | Digital Marketing Communications |
| **Owning School** | Business and Management |
| **Career** | Postgraduate Taught |
| **Credits** | 20 |
| **Academic level** | FHEQ Level 7 |
| **Grading Schema** | 50 |

## Module Contacts

### Module Leader

| Contact Name | Applies to all offerings | Offerings |
|---|---|---|
| Natalie Taylor | Yes | N/A |

### Module Team Member

| Contact Name | Applies to all offerings | Offerings |
|---|---|---|
| Teng-Hsiang Hsu | Yes | N/A |

### Partner Module Team

| Contact Name | Applies to all offerings | Offerings |
|---|---|---|

## Teaching Responsibility

| LJMU Schools involved in Delivery |
|---|
| Business and Management |

## Learning Methods

| Learning Method Type | Hours |
|---|---|
| Online | 10 |
| Workshop | 20 |

## Module Offering(s)

| Offering Code | Location | Start Month | Duration |
|---|---|---|---|
| SEP-MTP | MTP | September | 12 Weeks |

## Aims and Outcomes

| Aims | To enable students to critically apply various digital communication tools and be able to create digital content to address specific objectives. |
|---|---|

## Learning Outcomes

**After completing the module the student should be able to:**

| Code | Description |
|---|---|
| MLO1 | Critically evaluate best practice methods for online presence |
| MLO2 | Demonstrate the ability to use a variety of practical digital tools |
| MLO3 | Critically apply academic theory to a variety of practical tasks |

## Module Content

| Outline Syllabus |
|---|
| The User JourneyContent MarketingUser Generated ContentOnline Promotional ToolsSocial Media and Online Consumer EngagementEmail Marketing ManagementCRM ToolsPay Per Click AdvertisingSearch Engine OptimisationMobile, Multi-Screen and ConversionInbound MarketingAttribution Modelling |

| Module Overview |
|---|
| Critically apply various digital communication tools and learn how to create digital content to address specific objectives. Learn how to critically evaluate best practice methods for online presence. |

| Additional Information |
|---|
| This module enables students to critically apply various digital communication tools and create digital content to address specific objectives. |

## Assessments

| Assignment Category | Assessment Name | Weight | Exam/Test Length (hours) | Learning Outcome Mapping |
|---|---|---|---|---|
| Portfolio | Individual portfolio | 50 | 0 | MLO1, MLO3, MLO2 |
| Presentation | Group presentation | 50 | 0 | MLO1, MLO3, MLO2 |