

Module Information

2022.01, Approved

Summary Information

Module Code	7492BUSME
Formal Module Title	Strategy and Digital Marketing Communications
Owning School	Leadership and Organisational Development
Career	Postgraduate Taught
Credits	20
Academic level	FHEQ Level 7
Grading Schema	50

Teaching Responsibility

LJMU Schools involved in Delivery
Leadership and Organisational Development

Learning Methods

Learning Method Type	Hours
Off Site	24
Workshop	24

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

Aims	This module aims to enable students to understand the competitive business external environment taking into account social, technological environmental and political implication. Focusing on digital marketing communications, students should then be able to research effectively before developing then applying creative and engaging digital marketing communications through a number of platforms.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically evaluate the impact of the business environment in influencing the strategy and success of a digital marketing communication campaign
MLO2	2	Appreciate different research methodologies; social, technological, ethical and political implications and stakeholder engagement.
MLO3	3	Develop skills that enable the creation of engaging and targeted digital marketing communications to be applied on a number of platforms.

Module Content

Outline Syllabus	Introduction to external environments Technological and political implications Social, environmental and ethical strategic implications Aligning goals to strategy Methodologies of best practice and competitive analysis Stakeholder management Digital marketing planning Segmentation, Targeting and Positioning on digital platforms Brand reputation management on digital platforms Digital content creation Online marketing tools Multi-platform communications
Module Overview	
Additional Information	This module is part of the Postgraduate Certificate in Leadership and Digital Marketing

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Reflection	5000 Word Portfolio	100	0	MLO1, MLO2, MLO3

Module Contacts