

Liverpool John Moores University

Title: Digital Marketing Principles
Status: Definitive
Code: **7501BUSMK** (118809)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
Alistair Beere	Y

Academic Level: FHEQ7
Credit Value: 15.00
Total Delivered Hours: 36.00
Total Learning Hours: 150
Private Study: 114

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	24.000
Tutorial	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Project		50.0	
Exam	Exam		50.0	

Aims

- To provide students with an appreciation of how digital media is changing traditional marketing practices.
- To facilitate understanding of the popular digital marketing channels (at time of delivering coursework) and appreciation of the value chain that enables these businesses to operate.
- To demonstrate how core marketing principles can be applied in the digital environment.

Learning Outcomes

After completing the module the student should be able to:

- 1 Identify and evaluate the digital ecosystem, the role and value of each participant and their interrelationship
- 2 Investigate how a particular product or service can be marketed using digital marketing techniques in particular those that facilitate interactive engagement and participation.
- 3 Obtain and utilise relevant market data to support rationale for digital marketing spend.
- 4 Identify and demonstrate where core principles of marketing planning apply to the digital arena.
- 5 Implement a digital marketing campaign encompassing decisions on branding, channels and budgeting
- 6 Demonstrate a depth of understanding of the on-line consumer decision making process, the factors that affect buying behaviour on-line and their relevance to management decision making.

Learning Outcomes of Assessments

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

Project	1	2	3	4	5	6
Exam	1	4	6			

Outline Syllabus

Digital Marketing Principles

Digital Marketing definition

- Channel descriptions (web, social web, mobile, signage, games)
- Unique attraction of digital marketing (real time campaign measurement).

Digital Ecosystem – web, social web, mobile

- Who are the players by channel?
- What value chain exists?
- Role of the consumer in generating content (UGC)
- Role of content from established brands.
- Role of Search engines & Social networks
- Emerging media e.g. mobile advertising & apps

Market trends & Information sources

- Global & Local digital marketing trends
- Sourcing quality information for accurate decision making.
- Navigating the web to source credible information.

Market Segmentation & Targeting

- Understanding your target market
- Identifying & targeting suitable digital channels
- Targeting Vs Broadcasting online.

The Digital consumer

- Understanding behaviours on a per channel basis.
- Current consumer market trends
- Understanding digital noise to improve clear marketing communications.

Planning & Implementing digital campaigns

- Writing a digital campaign brief
- Role of a digital agency.
- Identifying channels that perform.
- Budgeting; forecasting & controlling spend.
- Email marketing.
- Role of affiliates & ad brokers.

Building brands online

- Brands need to stay relevant to their audience.
- Campaign based or ongoing dialogue?
- Global winners & losers in digital marketing.
- How marketers are engaging consumers in digital practices.
- Performance Marketing Vs Brand Building.

Digital Channels – reaching digital audiences

- Global & Local channels
- Role of aggregators, content farms, search engines.
- Growth of social web.

Learning Activities

Classes will take place in both a lecture and demonstration format with built-in group work to aid discussion and debate. Case studies will also be included.

References

Course Material	Book
Author	Meerman Scott, David
Publishing Year	2010
Title	New Rules of Marketing and PR
Subtitle	
Edition	2nd
Publisher	Wiley & Sons
ISBN	

Course Material	Book
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Author	Chaffey, Elis-Chadwick, Mayer & Johnston
Publishing Year	2011
Title	Internet Marketing – Strategy, Implementation and Practice
Subtitle	
Edition	5th
Publisher	Prentice Hall
ISBN	

Course Material	Book
Author	Szetela & Kerschbaum
Publishing Year	2010
Title	Pay Per Click Search Engine Marketing: An Hour a day
Subtitle	
Edition	1st
Publisher	Wiley Publishing
ISBN	

Course Material	Book
Author	Solis, Brian
Publishing Year	2010
Title	Engage
Subtitle	
Edition	1st
Publisher	Wiley Publishing
ISBN	

Course Material	Book
Author	Kaushik, Avinash
Publishing Year	2010
Title	Web Analytics 2.0
Subtitle	
Edition	1st
Publisher	Wiley Publishing
ISBN	

Course Material	Book
Author	Kent Wertime, Ian Fenwick
Publishing Year	2008
Title	DigiMarketing: The Essential Guide to New Media and Digital Marketing
Subtitle	
Edition	1st
Publisher	Wiley & Sons
ISBN	

Course Material	Book
Author	David Meerman Scott, Jim Sterne

Publishing Year	2010
Title	Social media metrics
Subtitle	
Edition	1st
Publisher	Wiley & Sons
ISBN	

Course Material	Book
Author	Chapman & Handley
Publishing Year	2010
Title	Content Rules
Subtitle	
Edition	1st
Publisher	Wiley & Sons
ISBN	

Course Material	Book
Author	Jaffe, Joseph
Publishing Year	2010
Title	Flip the Funnell
Subtitle	
Edition	1st
Publisher	Wiley & Sons
ISBN	

Notes

This classroom based module will enable students to get an overview of the digital marketing industry, its players and best practices. The aim is for the student to appreciate how the advertising and marketing industry is being disrupted by the emergence of new media/digital marketing (mobile & social web) channels.