

Summary Information

Module Code	7501UNIDM
Formal Module Title	Digital Marketing Communications
Owning School	Business and Management
Career	Postgraduate Taught
Credits	20
Academic level	FHEQ Level 7
Grading Schema	50

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Unicaf

Learning Methods

Learning Method Type	Hours
Online	30

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-PAR	PAR	January	28 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.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically evaluate best practice methods for online presence
MLO2	2	Demonstrate the ability to use a variety of practical digital tools
MLO3	3	Critically apply academic theory to a variety of practical tasks

Module Content

Outline Syllabus	The User Journey Content Marketing User Generated Content Online Promotional Tools Social Media and Online Consumer Engagement Email Marketing Management CRM Tools Pay Per Click Advertising Search Engine Optimisation Mobile, Multi-Screen and Conversion Inbound Marketing Attribution Modelling
Module Overview	
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)	Module Learning Outcome Mapping
Essay	3000 words Essay	60	0	MLO1, MLO2
Presentation	Presentation	40	0	MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Francis Muir	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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