

Liverpool John Moores University

Title: DEVELOPING DIGITAL MEDIA
Status: Definitive
Code: **7502BUSMK** (119252)
Version Start Date: 01-08-2012

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

Team	Leader
Joseph McGrath	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
Practical	36.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Project		80.0	
Presentation	Presentati		20.0	

Aims

To provide for student experience in developing and using a variety of popular digital marketing tools.

To facilitate understanding of the features of these digital marketing tools as applied to various marketing scenarios through development and use.

To analyse the process involved in developing digital marketing tools.

To provide a basis for future understanding of digital tools as they evolve in the digital marketing environment.

Learning Outcomes

After completing the module the student should be able to:

- L01 Design and develop a variety of digital marketing tools for use in a range of marketing scenarios.
- L02 Analyse and document the processes involved in this development.
- L03 Critically assess the value of these tools according to appropriate metrics.
- L04 Distinguish the tools in terms of their usage for different marketing activities.
- L05 Discuss the integration of the digital tools for achieving a given purpose.

Learning Outcomes of Assessments

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

Project	L0 1	L0 2	L0 3	L0 4	L0 5
Presentation	L0 1	L0 2	L0 3	L0 4	L0 5

Outline Syllabus

The modules focuses on the development of useful digital marketing tools, with attention to the specific features of individual tools as applied to marketing scenarios. The 100% assessment reflects the practical nature of the course with students responsible for developing and justifying a set of digital marketing tools for a predetermined purpose.

Learning Activities

1. Digital Social Media Marketing
 - The change in the locus of control
 - UGC (User Generated Content) creation and sharing
 - Requirement of digital media tools for marketing
 - Creating buzz and going viral
 - Managing publicity and promotions
 - Listening to the social web (alerts)
 - Matching digital tools to marketing objectives
2. Blogging
 - Tools for usage: Wordpress, Blogger
 - Variations: m-blog, v-blog
 - Structure and format
 - Applying Themes
 - Publicising for blogs
 - Integration with social networks

- Managing spam
- Comment managing and tracking
- Personal, group, organisational, and public blogs
- Blogging and journalistic reporting and writing
- Blog management and updating

3. Micro-Blogging

- Tools for usage: Twitter, Tumblr
- Desktop and mobile support tools e.g. Seesmic, Tweetdeck, Tweetcaster
- Localising with geographic tools e.g. TwitterGrader
- Public vs. private options
- Network building
- Learning and following conventions and norms
- Using Mentions and hash-tags
- Shorteners and abbreviated writing
- Listening with micro-blogs
- Setting up and running Promoted tweets

4. Social Networks

- Tools for usage: Facebook, LinkedIn
- Personal Presence & Corporate Presence
- Facebook Tools:
 - o Facebook Pages (liking and commenting, fan notifications, news feeds, Page linking, Page building, Wall filtering, writing and using Notes,
 - o Facebook Connect & Facebook Share,
 - o Facebook Places, Facebook Deals, Facebook Events
 - o Facebook Ad (Advertising) platform
 - o Facebook Applications (Aps)
- Groups and group management
- Assessing network traffic

5. Multimedia Tools

- Tools for usage: Youtube, Flickr, itunes, Slideshare
- Creating content
- Creating channels and accounts
- Tagging and indexing content
- Understanding and using a variety of multimedia web formats
- Integrating multimedia content across platforms
- Advertising on multimedia content (ad servers and rich media vendors)

6. Social Bookmarking

- Tools for usage: Delicious, Digg, Stumbleupon
- Using and managing tags
- Public and private listings
- Importing and exporting bookmark listings

- Networking bookmarking
- Mining bookmarking sites
- Structuring content for social bookmarking

7. Online Communities

- Emphasis on interactivity and common interests
- Skills for creation and ongoing managing/moderating online communities
- Best practice for member activity
- Forums (interactive conversation, tools for usage: boards.ie, phpBB)
- Wikis (collaborative document creation, tool for usage: wikispaces)

8. Email

- Understanding the importance of opt-in
- List management
- Writing content
- Replying processes
- Moderating content and sending volume
- Handling subscriptions and cancelations
- Email as an advertising platform
- Avoiding spam
- Automated email marketing software

References

Course Material	Book
Author	John K Waters
Publishing Year	2010
Title	The everything guide to social media
Subtitle	
Edition	
Publisher	Adams Media
ISBN	

Course Material	Book
Author	Michael Miller
Publishing Year	2010
Title	The ultimate web marketing guide
Subtitle	
Edition	
Publisher	Que
ISBN	

Course Material	Book
Author	Susan Gunelius
Publishing Year	2011

Title	30 minute social media marketing
Subtitle	
Edition	
Publisher	McGraw-Hill
ISBN	

Course Material	Book
Author	Catherine Parker
Publishing Year	2010
Title	301 ways to use social media to boost your marketing
Subtitle	
Edition	
Publisher	McGraw-Hill
ISBN	

Course Material	Book
Author	Dan Zarella
Publishing Year	2010
Title	The social media marketing book
Subtitle	
Edition	
Publisher	O'Reilly
ISBN	

Course Material	Book
Author	Liana Evans
Publishing Year	2010
Title	Social media marketing
Subtitle	
Edition	
Publisher	Que
ISBN	

Course Material	Book
Author	Hollis Thomases
Publishing Year	2010
Title	Twitter marketing an hour a day
Subtitle	
Edition	
Publisher	Wiley
ISBN	

Course Material	Book
Author	Justin R Levy
Publishing Year	2010
Title	Facebook marketing
Subtitle	

Edition	2nd
Publisher	Que
ISBN	

Course Material	Book
Author	Brian Halligan, Dharmesh Shah & David Meerman Scott
Publishing Year	2009
Title	Inbound Marketing: Get Found Using Google, Social Media and Blogs
Subtitle	
Edition	
Publisher	Wiley
ISBN	

Course Material	Book
Author	Jon Reed
Publishing Year	2011
Title	Getup to speed with online marketing
Subtitle	
Edition	
Publisher	FT Prentice
ISBN	

Course Material	Book
Author	Liana Evans
Publishing Year	2010
Title	Social Media Marketing
Subtitle	
Edition	
Publisher	Que Biztech
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	http://www.socialmediamarketing.com/blog/
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	http://www.themarketingpod.ie/
Subtitle	
Edition	

Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	http://www.cybercom.ie/
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	http://www.understandingdigital.com/
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	http://www.digitalmarketingschool.com/
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	http://www.scottmonty.com/
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	http://www.krishnade.com/blog/
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	http://activate.ie/blog/
Subtitle	
Edition	
Publisher	
ISBN	

Notes

Student learning will be assessed by way of active practical project and presentation.