LIVERPOOL JOHN MOORES UNIVERSITY

Digital Marketing

Module Information

2022.01, Approved

Summary Information

Module Code	7503YPCM
Formal Module Title	Digital Marketing
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
YPC International College (Kolej Antarabangsa YPC)

Learning Methods

Learning Method Type	Hours
Lecture	11
Tutorial	11
Workshop	11

Module Offering(s)

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

Aims and Outcomes

Aims	To enable students to exploit digital technologies in line with companies' marketing objectives

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically appraise and evaluate the routes to establishing a company presence online through web site design and social media
MLO2	2	Critically evaluate best practice methods for a company's online presence.
MLO3	3	Execute optimal web presence through usability, accessibility and SEO
MLO4	4	Extract and evaluate data, providing comprehensive recommendations through representation and analysis

Module Content

Outline Syllabus	Site creationContent managementUser centred designSearch Engine Optimisation PrinciplesCreating a social media presenceData analysis
Module Overview	
Additional Information	Many of the online tools used for this module are industry leading technologies provided by the major search engines (e.g. Google Analytics, AdSense, Bing Ads). Students should also refer to the Smart Insights web resource (www.smartinsights.com)

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	REPORT 4,500 words	100	0	MLO1, MLO2, MLO3, MLO4

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