

Module Information

2022.01, Approved

Summary Information

Module Code	7504UNIDM
Formal Module Title	Digital Marketing Strategy and Planning
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
SEP-PAR	PAR	September	28 Weeks

Aims and Outcomes

Aims	This module aims to provide a comprehensive analysis of how to design, deliver and manage a strategic digital campaign.
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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 an organisations digital marketing approach
MLO2	2	Critically evaluate potential avenues of digital marketing strategy to create value and improve organisational performance.
MLO3	3	Develop an understanding of how to design and deliver strategic digital tools to a specified target audience.
MLO4	4	To develop a critical understanding of the structure and implementation of an effective digital marketing campaign

Module Content

Outline Syllabus	Environmental analysis and its strategic role Strategic tools, and their uses: SOSTAC Competitor analysis and strategic positioning Aligning business goals to digital marketing strategy Segmentation, targeting and positioning Developing and maintaining successful digital brands Customer relationship marketing in a digital world Integrated marketing communications: digital congruency
Module Overview	
Additional Information	This module will enable students to evaluate the various factors which influence strategic marketing decisions in the digital context.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Essay	Essay 1	50	0	MLO1, MLO2
Essay	Essay 2	50	0	MLO3, MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Natalie Taylor	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings