

## Module Information

2022.01, Approved

### Summary Information

Module Code	7506UNIDM
Formal Module Title	Research Methods for 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
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	To develop a deeper understanding of research competencies with specific reference to Digital Marketing and the data collection methods that can be utilised.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Critically evaluate and examine research approaches with particular reference to digital marketing.
MLO2	2	Develop a research proposal for examining digital marketing within an academic or practical environment.
MLO3	3	Assess and recommend the research methods that may be used for future research within a research project.
MLO4	4	To develop a practical understanding of key digital software in the industry.
MLO5	5	To develop an understanding of the skills and knowledge that the digital industry currently demands.

### Module Content

Outline Syllabus	Research philosophies and strategies Application and practice of literature and data sources Data gathering techniques within a digital marketing environment Analysis of techniques towards quantitative and qualitative data Ethical issues in research Management of the research process Designing and executing research for projects
Module Overview	
Additional Information	This module will provide a framework from which research philosophies, strategies and methods associated with research within business and marketing can be critically examined. This module also enables students to develop crucial skills that are appropriate for the evolving digital industry.

### Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Report	60	0	MLO1, MLO2, MLO3
Report	Assignment	40	0	MLO4, MLO5

### Module Contacts

#### Module Leader

Contact Name	Applies to all offerings	Offerings
Vito Tassiello	Yes	N/A

#### Partner Module Team

Contact Name	Applies to all offerings	Offerings
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