

Summary Information

Module Code	7520DIMMKT
Formal Module Title	Digital Marketing in Context
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
Dimensions International College Pte Ltd

Learning Methods

Learning Method Type	Hours
Workshop	36

Module Offering(s)

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

Aims and Outcomes

Aims	<p>1. To develop a theoretical and practical understanding of current issues and trends in digital marketing.</p> <p>2. To introduce students to the impact of digital marketing on organisations and customers.</p> <p>3. To analyse the nature of the digital marketing function and understand the importance of an integrated marketing strategy within the modern organisation.</p> <p>4. To evaluate creative content and appropriate technologies to engage and retain customers.</p> <p>5. To understand the digital marketing industry and contributions of associated bodies.</p>
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically assess the digital marketing landscape and current trends
MLO2	2	Create engaging and interactive content for appropriate platforms to attract and retain customers
MLO3	3	Evaluate technologies and understand appropriate adoption and use in a digital marketing context.
MLO4	4	Demonstrate an awareness of current trends and future developments in digital marketing
MLO5	5	Critically understand the complexities and dynamic environment of the digital marketing industry

Module Content

Outline Syllabus	<p>Introduction to digital marketing</p> <p>Digital marketing communications (DMCs)</p> <p>The digital customer</p> <p>Creating content for digital platforms</p> <p>The digital agency</p> <p>Project Management (Industry standard methodologies)</p> <p>Email marketing</p> <p>Display advertising</p> <p>Social Media platforms and communications</p> <p>Viral marketing</p> <p>Affiliate marketing</p> <p>Mobile marketing</p> <p>Legal and regulatory aspects of digital marketing</p> <p>Emerging trends and predicting the future of digital marketing</p>
Module Overview	
Additional Information	<p>Throughout the course students will adopt industry practices in blogging about their reading, practical experience and reflections on the digital marketing industry, current practices and emergent trends. Industry and academic guest speakers will be invited as appropriate. Students will also be asked to develop a portfolio recording their professional development which can remain active throughout the programme and serve as a showcase of their achievements on completion.</p>

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Creative & Interactive DM blog	60	0	MLO1, MLO2, MLO4
Portfolio	Portfolio of prof development	40	0	MLO1, MLO3, MLO5

Module Contacts