

### Summary Information

Module Code	7520ECBM
Formal Module Title	Influencer 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
European College of Business Management

### Learning Methods

Learning Method Type	Hours
Lecture	18
Online	12
Seminar	6

### Module Offering(s)

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

## Aims and Outcomes

Aims	To equip students with a range of skills to critically evaluate and develop influencer marketing strategies including the assessment of how brands operate in a global environment. To enable students to successfully engage in influencer marketing and use mentoring facilities to experience this in a practical and academic context.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Critically analyse and evaluate the key theoretical concepts of influencer marketing within the context of integrated marketing communications
MLO2	2	Critically diagnose the needs and strategies of chosen sectoral firms and evaluate goals for an influencer marketing campaign
MLO3	3	Critically analyse influencer archetypes and determine how to collaborate in order to create content and/or product
MLO4	4	Critically evaluate the aspects of measurement of influencer campaigns

## Module Content

Outline Syllabus	The context of influencer marketing within the scope of integrated marketing communications The different relevant industrial sectors/categories: e.g. health and fitness, premium fashion, plus-size fashion, activewear Understanding influence goal setting and planning; influencer archetypes; measurements of success Collaborating to create content (co-creation) and collaborative product development The central importance of brand authenticity and personal branding
Module Overview	
Additional Information	This module aims to equip the learner with a range of skills to critically evaluate and develop influencer marketing strategies. There will be a series of directed tasks to prepare the learner for the seminars and lectures. These will synthesise the disciplines of integrated marketing communications so that influencer marketing is seen within this envelope of study. There is a connection to what is commonly referred to as 'digital' marketing, but this module emphasises the unique and vital importance of influencer marketing in the area of fashion and media business. This means that students will be given the opportunity to have access to personal mentors who will enable them to understand and draw down experience and guidance from the real world of influencer marketing. Mentors from industry will provide an industry -level perspective on student work, but not be involved in teaching or assessment.

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Essay	Individual diagnosis 1,500w	30	0	MLO1, MLO2, MLO3, MLO4
Report	Ind recommendations 2,500w	70	0	MLO1, MLO2, MLO3, MLO4

## Module Contacts

**Module Leader**

Contact Name	Applies to all offerings	Offerings
Peter Wolstencroft	Yes	N/A

**Partner Module Team**

Contact Name	Applies to all offerings	Offerings
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