Digital Marketing Current and Emerging Technologies

Module Information

2022.01, Approved

Summary Information

Module Code	7521DIMMKT
Formal Module Title	Digital Marketing Current and Emerging Technologies
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	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
Presentation	Online presence with report	100	0	MLO1, MLO2, MLO3, MLO4

Module Contacts