

Summary Information

Module Code	7524DIMMKT
Formal Module Title	Digital Marketing Campaign Management
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
Lecture	24

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-PAR	PAR	January	12 Weeks

Aims and Outcomes

Aims	To implement and assess a digital marketing campaign on live case study within a group
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Implement and assess the on-going strategic direction of a digital marketing campaign
MLO2	2	Analyse the company external and internal environment and provide a clear and actionable digital marketing strategy
MLO3	3	Create and execute the marketing campaign within a digital marketing environment.
MLO4	4	Review the performance of the digital marketing campaign using analytics and comparing the plan versus actual.
MLO5	5	Evaluate the personal effectiveness of the project team / individual.

Module Content

Outline Syllabus	Operationalising a Marketing Plan Segmentation, targeting and positioning in a digital environment Strategic Analysis Marketing Implementation Managing a 'live' project and adjustment Execution and evaluation of digital marketing strategies and tactics Evaluation and measurement Presentation and reflection of the live project
Module Overview	
Additional Information	This course will predominantly be based around group learning activities with guidance and supervision provided at certain points in the module.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Digital Marketing Campaign	85	0	MLO1, MLO2, MLO3, MLO4
Report	Reflection	15	0	MLO5

Module Contacts