

## Module Information

2022.01, Approved

### Summary Information

Module Code	7525DIMMKT
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
Dimensions International College Pte Ltd

### Learning Methods

Learning Method Type	Hours
Lecture	14
Workshop	14

### Module Offering(s)

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

## Aims and Outcomes

Aims	To provide a framework from which research philosophies, strategies and methods associated with research within business and marketing can be critically examined. 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 major project or consultancy report.

## 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 Statistical Analysis Application of outside sources (e.g. Google Analytics) Ethical issues in research Management of the process Designing and executing research for projects / consultancy
Module Overview	
Additional Information	This module will be predominantly classroom led, the areas covered will enable the student to undertake the Project / Consultancy, this is an essential element of the masters programme, providing evidence of independent learning at masters level.

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Individual Research Report	100	0	MLO1, MLO2, MLO3

## Module Contacts