Programme Specification Document

Approved, 2022.04

Overview

Programme Code	35371
Programme Title	Digital Marketing
Awarding Institution	Liverpool John Moores University
Programme Type	Masters
Language of Programme	All LJMU programmes are delivered and assessed in English
Programme Leader	Natalie Taylor
Link Tutor(s)	

Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Master of Science - MS240	See Learning Outcomes Below
Alternative Exit	Postgraduate Certificate - PC	Apply a range of concepts, theories, and methodologies in a digital marketing context in order to demonstrate knowledge and understanding of the links between theory and practice Critically analyse and evaluate digital marketing theories, processes and contexts in order to address complex issues, problems and creative and technical challenges. Evaluate the use of marketing information to a marketing orientation Critically evaluate and select appropriate digital marketing methods. Structure and communicate ideas both orally and in writing Communicate effectively using a variety of means.
Alternative Exit	Postgraduate Diploma - PD	Apply a range of concepts, theories, and methodologies in a digital marketing context in order to demonstrate knowledge and understanding of the links between theory and practice Critically analyse and evaluate digital marketing theories, processes and contexts in order to address complex issues, problems and creative and technical challenges. Evaluate the key concepts and features of an integrated marketing strategy, and how each of these might be operationalised to provide an organisation with a genuine marketing orientation Synthesise branding, positioning, and communications theories and models and their application to IMC in a digital context. Evaluate the different economic, social, technological and psychological theoretical perspectives on buyer behaviour. Critically reflect on different research philosophies. Evaluate a range of digital tools for IMC, including direct and online media, PR, corporate communications, PPC advertising, viral campaigns etc and maintaining an awareness of emerging technologies and platforms. Structure and communicate ideas both orally and in writing. Communicate effectively using a variety of means. Participate constructively in a group.

Alternate Award Names	

External Benchmarks

Subject Benchmark Statement	

Programme Offering(s)

Mode of Study, Mode of Delivery	Intake Month	Teaching Institution	Programme Length
Full-Time, Face to Face	September	LJMU Taught	1 Years

Aims and Outcomes

Educational Aims of the Programme

The programme aims to equip the students with the knowledge and practical skills to develop, manage and lead digital marketing activity. The programme will also develop skills to be able to identify where digital marketing fits within the business environment through critical reflection and practice-based learning. More specifically the programme aims to enable students to: Understand the digital marketing industry. Manage the digital marketing function in practice, based on relevant and appropriate management theory and emerging technologies. Develop the analytical skills to identify, interpret and respond to the marketing environment and digital marketing capabilities of an organisation. Develop the practical skills relating to key software deemed important by industry. Carry out independent academic research Work professionally and communicate effectively with colleagues

Learning Outcomes

Code	Description
PLO1	Critically evaluate best practice methods for online presence.
PLO2	Critically analyse human cognitive abilities and how they manifest in a context such as online consumer decision making.
PLO3	Critically evaluate and examine research approaches with particular reference to digital marketing.
PLO4	Develop a research proposal for examining digital marketing within an academic or practical environment.
PLO5	Draw evidenced conclusions and make realistic recommendations underpinned by both data and academic literature.
PLO6	Demonstrate effective time management skills in completing the project within an agreed timescale.
PLO7	Develop a practical understanding of key digital software in the industry.
PLO8	Develop an understanding of the skills and knowledge that the digital industry currently demands.
PLO9	Demonstrate a practical skill base through the creation of a digital portfolio.
PLO10	Demonstrate the ability to use a variety of practical digital tools.
PLO11	Critically apply academic theory to a variety of practical tasks.
PLO12	Use adequate analytic tools and techniques to transform data into actionable insight.
PLO13	Critically evaluate the impact of the business environment in influencing the strategy and success of an organisations digital marketing approach.

Code	Description
PLO14	Critically evaluate potential avenues of digital marketing strategy to create value and improve organisational performance.
PLO15	Develop an understanding of how to design and deliver strategic digital tools to a specified target audience.
PLO16	Develop a critical understanding of the structure and implementation of an effective digital marketing campaign.
PLO17	Critically evaluate key aspects of consumer psychology.

Programme Structure

Programme Structure Description

For those students starting the programme on or after September 2020, there are 2 alternative exit qualifications: Postgraduate Certificate in Digital Marketing (60 credits from modules excluding 7160DMKT) and Postgraduate Diploma in Digital Marketing (120 credits excluding the Research Project 7160DMKT). The 'research methods for digital marketing' module (7150DMKT) must be completed (assessment submitted and passed) before the 'research project' (7160DMKT) is submitted. For those students who started the programme before September 2020, there are 2 alternative exit qualifications: Postgraduate Certificate in Digital Marketing (60 credits from modules excluding 7026DMKT) and Postgraduate Diploma in Digital Marketing (120 credits excluding 7026DMKT). Students study: Semester 1 7020DMKT Digital Marketing in Context (20 credits) 7021DMKT Digital Marketing Current and Emerging Technologies (20 credits) 7022DMKT Marketing, Consumer & Business Insights (20 credits) Semester 2 7023DMKT Digital Marketing Strategy and Planning (20 credits) 7024DMKT Digital Marketing Campaign Management (20 credits) 7025DMKT Research Methods for Digital Marketing (20 credits) 7026DMKT Activity Based Learning Project (60 credits) The 'research methods' module (7025DMKT) must be completed (assessment submitted and passed) before the 'activity based learning project' (7026DMKT) is submitted.

Programme Structure - 180 credit points	
Level 7 - 180 credit points	
Level 7 Core - 180 credit points	CORE
[MODULE] 7100DMKT Experiential Marketing in the Digital Era Approved 2022.02 - 20 credit points	
[MODULE] 7110DMKT Digital Marketing Communications Approved 2022.02 - 20 credit points	
[MODULE] 7120DMKT Data Analysis and Application Approved 2022.01 - 20 credit points	
[MODULE] 7130DMKT Digital Marketing Strategy and Planning Approved 2022.01 - 20 credit points	
[MODULE] 7140DMKT Digital Consumer Psychology Approved 2022.01 - 20 credit points	
[MODULE] 7150DMKT Research Methods for Digital Marketing Approved 2022.01 - 10 credit points	
[MODULE] 7160DMKT Research Project Approved 2022.03 - 60 credit points	
[MODULE] 7170DMKT Digital Industry Clinic Approved 2022.01 - 10 credit points	
Level 7 Optional - No credit points	OPTIONAL

Module specifications may be accessed at https://proformas.ljmu.ac.uk/Default.aspx

Teaching, Learning and Assessment

Knowledge acquisition for modules will be achieved through interactive lectures, workshops, case study analysis, practical use of technologies (e.g. web design, analytical software),presentations by practitioners, student presentations, group discussions, videos, and individual reading and research. Resources to support learning include extensive use of Canvas across all modules. Students will also be signposted to a comprehensive list of supportive modules run centrally by the library. These modules, in particular, support a student's research and writing development. Within the programme, there are two 10 credit modules. One of these modules is Research Methods for Digital Marketing and the other is the Digital Industry Clinic. Each Digital Industry Clinic will be an intensive masterclass based on key software deemed vital by industry at that point in time. These sessions will be delivered by specialists from industry. Research Methods for Digital Marketing will be a combination of lectures, seminar discussions and IT lab work. Knowledge and understanding are assessed through a variety of formative and summative assessments, tutor-assessed presentations (summative),essays, reports, group coursework, digital portfolios, a research plan, and a research project. Specific details of these can be found in the module guides and proformas. Reflecting the level 7 nature of the programme, all modules emphasise critical appraisal and examination of models, theories, concepts and academic literature. Specific teaching and learning methods utilised include case study analysis, group discussions, individual reading and research, practical workshops and reflection on theoretical applications in practice. An important element of the programme is the opportunity it provides for participants to apply their learning to practical situations. Usually each session includes an element of applied learning, using techniques such as case studies and marketing scenarios which require creative thinking and application of models and concepts to reach a solution. In Digital Marketing Communications, students will have hands-on experience of designing a digital marketing presence. This module will run in close partnership with Digital Marketing strategy and Planning so that students will gain theoretical knowledge as well as practical-application of the knowledge. Work on industry briefs and live data will also allow students to develop practical work-related skills. Given the applied-nature of the programme, many individual module assessments are designed specifically so that students can demonstrate professional, practical skills. This is particularly apparent in the assessment for Digital Marketing Communications where students will develop the practical skills needed for constructing a digital campaign. Similarly, Data Analysis and Evaluation requires students to work with data, select the most appropriate tools and make informed decisions through appropriate data analysis and application. Further to this, several other courseworks and the dissertation require students to draw practical conclusions and make recommendations for business. Finally, the Digital Industry Clinics will allow students to tailor-make their practical skill base by selecting masterclasses which are in-line with their employment preferences. In line with the overall aims of the programme, teaching and learning methods are utilised to encourage students to develop a range of transferable and key skills. Specifically, these include group discussions, in-class presentations, use of a range of IT including the web, various online databases, and several programmes for data analysis. Given the pace of change in the digital marketing industry, students will learn to adapt to new and emerging technologies and platforms via transferable skills. Written communication skills are assessed in the courseworks and dissertation, whilst oral presentation skills are assessed via peer present

Opportunities for work related learning

The curriculum has been designed with the consideration of skills and attributes that are demanded by employers. Industry-focused learning opportunities are integrated through the use of industry briefs and live industry clinics.

Entry Requirements

Type	Description
Other international requirements	International students applying to study a full-time taught Masters, MRes, MPhil or PhD at LJMU should check if they require an Academic Technology Approval Scheme or ATAS certificate. Contact International Admissions Team for more details International students entering on a Student visa cannot study part-time

RPL	RPL is accepted on this programme
IELTS	IELTS 6.0 (minimum 5.5 in each component)
Undergraduate degree	a good second class honours degree in any relevant discipline

Extra Entry Requirements

IDM and CAM qualifications will be considered alongside relevant industry experience

Exceptionally, the requirements of a second class honours degree may be waived where applicants have a minimum of five years' experience working in a marketing-related area