

Leadership and Digital Marketing

Programme Information

2022.01, Approved

Overview

Programme Code	36086
Programme Title	Leadership and Digital Marketing
Awarding Institution	Liverpool John Moores University
Programme Type	Masters

Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Postgraduate Certificate - PC	N/A

Alternate Award Names	
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External Benchmarks

Subject Benchmark Statement	PGT-Business and Management (2015)
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Aims and Outcomes

Educational Aims of the Programme	To enable students to understand leadership and performance management theory in order to enhance individual and organisational performance. For students to be able to evaluate and integrate management concepts and business philosophies, so as to assess the impact these can have in today's business environment. To give students the ability to assess the differing theoretical and practical approaches to leading people and explain the distinct concepts of leadership, leader and follower. To allow students to demonstrate competence, professionalism and leadership in communication and problem solving skills. To empower students to articulate conclusions and recommendations based on evidence that is subject to critical appraisal and independent thinking. To develop student's imaginative thinking in problem solving, enabling them to assess impact and incorporating these in decision-making activities.
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Learning Outcomes

Code	Number	Description
PLO1	1	Evaluate and integrate management concepts and business philosophies so as to assess the impact these can have in today's business environment
PLO2	2	Apply concepts, knowledge and skills to work-based practice and select appropriate management tools to create a positive impact on specific organisational issues
PLO3	3	Select and utilise management tools in the construction of business projects and decision-making
PLO4	4	Articulate conclusions and recommendations based on evidence that is subject to critical appraisal and independent thinking
PLO5	5	Effectively communicate both written and orally to assess academic materials in an independent manner
PLO6	6	Utilise problem solving skills with an ability to prioritise work in a time-critical situation
PLO7	7	Competently use management and leadership skills to promote positive attitudes and to assess the impact of interventions
PLO8	8	Manage personal and organizational change by adapting to changing requirements and circumstances
PLO9	9	Use imaginative thinking in problem solving, assessing impact and incorporating these in decision-making activities
PLO10	10	Structure and communicate ideas effectively across a range of media and participate constructively both as a leader and as a member of a team
PLO11	11	Employ personal reflection skills on a continuing basis through partnership working, professional team participation and independent learning
PLO12	12	Understand and critically appraise the theoretical underpinnings of functional disciplines and how these can contribute to management principles
PLO13	13	Critically appraise the use of research methods and technological skills and select an appropriate approach in support of management decision making
PLO14	14	Hold a realistic appreciation of the impact conflict can place on managers and the role that leadership can play in resolving people issues

PLO15	15	Critically reason and analyse complex managerial issues, both systematically and innovatively
PLO16	16	Assess the differing theoretical and practical approaches to leading people and explain the distinct concepts of leadership, leader and follower
PLO17	17	Utilise multi-source data for problem-solving and decision-making, in order to demonstrate organisational impact.
PLO18	18	Critically appraise organisational policies and procedures, and link theoretical concepts to practice to evaluate the impact these can have on businesses.
PLO19	19	Demonstrate competence, professionalism and leadership in communication and problem solving skills

Course Structure

Programme Structure Description	Completion of 60 taught credits provides a Postgraduate Certificate in Leadership and Digital Marketing Modules will be taught in a Full-time capacity i.e. 60 credits per semester, this leads to a 12 week programme
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Programme Structure - 60 credit points	
Level 7 - 60 credit points	
Level 7 Core - 60 credit points	CORE
[MODULE] 7491BUSME Leadership, Engagement and Personal Development Approved 2022.01 - 20 credit points	
[MODULE] 7492BUSME Strategy and Digital Marketing Communications Approved 2022.01 - 20 credit points	
[MODULE] 7493BUSME Leadership Marketing Project Approved 2022.01 - 20 credit points	

Teaching, Learning and Assessment

Teaching, Learning and Assessment	<p>The universities VLE (Canvas) will be employed to allow teaching and extension materials to be readily available off-site and provide a means for participants to maintain contact. Knowledge acquisition is achieved through interactive lectures, workshops, practical use of technologies (e.g. web design, analytical software), presentations by practitioners, student presentations and group discussion. The predominant assessment methodology is one piece of individual coursework per module, which will require participants to relate their learning to practical application. These assessments will normally be developed from the context of one of the digital businesses presenting, and/or the live project. In the initial 20 credit module, the emphasis will be on a portfolio of work, bringing together different facets of learning activities enabling them to develop a broad understanding of themselves and their overall objectives for the duration of the programme. During all modules formative feedback, which supports the summative assessments, is ongoing both within and outside the formal sessions. Students experiencing changing circumstances or difficulties with access may be supported by providing suitable case studies for their assessments. The assessment methodology, as set out above, provides the opportunities for participants to demonstrate knowledge and skills. In addition to this a 'flipped learning' approach will also be encouraged, providing content prior to the teaching and learning session using the universities VLE, this approach brings the focus onto action learning, enabling the application of skill development. Masterclasses, where key note speakers address current issues, emerging practice and thought leadership will also be employed on the programme, fostering intellectual skills and addressing the ever changing nature of businesses, leadership and digital marketing. Knowledge and skills are assessed through individual work-related assessments, which may be supplemented with group activities. Given the applied nature of the programme, many module assessments are designed specifically so students can demonstrate professional practical skills. The fact that learning is applied, rather than being purely theoretical, is of critical importance to students, who are seeking employment or career development. In addition to students producing course work which links theory to practice, the application of learning is also achieved through case-study analysis and a sharing of understanding from digital marketing businesses providing context. Given the applied nature of the programme, module assessments are designed specifically so students can demonstrate professional practical skills. The ability to analyse organisational issues and apply recommendations supported by a theoretical framework is assessed. The students will investigate a digital marketing business opportunity problem that requires independent research and the synthesis of acquired knowledge and data, to solve. A key element here is the first module, Leadership, Engagement and personal development. This module deals specifically with leadership, management and transferable key skills, this then continues through the programme, with the final module developing research and investigative skills for the project. The nature of classroom sessions is devised as an interactive, student-centred experience with group activities playing a large part in the classroom activity. Participants will be expected to undertake work on their own and, given the applied approach to assessment, this will demand a degree of self-management. Key study skills will be developed throughout the programme, with these being addressed initially in the first module. Further study skills support is provided through tutor direction and supported by the University-wide resources. Where specific software packages are used, there is an expectation that these will form part of the assessment submission, wh</p>
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Opportunities for work related learning

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<p>Manager and leader development is a shared responsibility, and the ethos of this programme is that it is best developed within the Liverpool Business School, and where possible supported by organisation and the delegates for whom it is intended. The programmes approach to how leaders learn applies proven leadership development approaches. At the centre of the programmes philosophy is the notion that we learn best from experience, so action learning and coaching are a key part of the programme. This approach also builds strong peer learning groups where students learn from each other. That is because the programme sees leadership development as a social and collaborative process. It also means that the programme takes learning from practical application seriously.</p>

Entry Requirements

Type	Description
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Alternative qualifications considered	The students suitable for the Postgraduate Certificate in Leadership and Digital Marketing will typically have not been able to gain employment after graduating. This programme may also appeal to students who be someone who wishes to enhance their career development either in their own place of work or in another profession (in this case leadership and digital marketing). In order to be accepted onto this course the requirement is: - A degree from a recognised University or equivalent awarding institution at second class honours level or above; or - An award which the University has agreed to accept as equivalent to the above Where a candidate does not fulfil the standard entry qualification, the Programme Leader may interview the person to determine their suitability for the Programme.
Other international requirements	Where English is not the candidate's first language, or their first degree was not taught and assessed wholly in English, an IELTS score of 6.5 must be achieved, with no individual score of less than 5.5. The programme complies fully with the requirements of the Equality Act 2010.

Programme Contacts

Programme Leader

Contact Name
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Link Tutor

Contact Name
