Digital Marketing

Programme Information

2022.01, Approved

Overview

Programme Code	36113
Programme Title	Digital Marketing
Awarding Institution	Liverpool John Moores University
Programme Type	Masters

Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Master of Science - MS	N/A

Alternative Exit	Postgraduate Diploma - PD	Synthesise the different definitions of marketing, and the organisational and environmental characteristics which affect the appropriateness of each definition. Critically 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 appraise the various models of digital marketing management. 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. Demonstrate deep understanding of the different economic, social, technological and psychological theoretical perspectives on buyer behaviour. Critically appraise a range of approaches to managing change and achieving cultural re-orientation in organisations Critically reflect on different research philosophies. Design a range of digital tools for IMC, including direct and on-line media, PR, corporate communications, PPC advertising, viral campaigns etc and maintaining an awareness of emerging technologies and platforms. Apply a range of approaches to devising an organisation's mission, vision, and strategic objectives in relation to changing bases of competitive advantage and market contexts, particularly digital. Apply and evaluate ethical, social and technological marketing concepts to a range of organisational types in a global context. Structure and communicate ideas both orally and in writing. Communicate effectively using a variety of means. Participate constructively in a group. Work effectively and professionally to a client brief.

Alternate Award Names	

Partner Name	Partnership Type
Dimensions International College Pte Ltd	Franchised

External Benchmarks

Subject Benchmark Statement	

Programme Offering(s)

Mode of Study, Mode of Delivery	Intake Month	Teaching Institution	Programme Length Programme Length Unit
Full-Time, Face to Face	April	Dimensions International College Pte Ltd	2 Years
Full-Time, Face to Face	January	Dimensions International College Pte Ltd	2 Years
Full-Time, Face to Face	July	Dimensions International College Pte Ltd	2 Years
Full-Time, Face to Face	October	Dimensions International College Pte Ltd	2 Years

Aims and Outcomes

Educational Aims of the Programme	The MSc Digital Marketing is offered on a part-time and full-time basis. The programme has been designed to meet the acknowledged demand and skills gap within this area and aims to equip the students with the knowledge and practical skills to develop, manage and lead digital marketing activity. The programme will also help students to develop a deep understanding of 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 appropriately to the marketing environment and digital marketing capabilities of an organisation. Carry out independent practice led and academic research Work professionally and communicate effectively with clients and colleagues

Learning Outcomes

Code	Number	Description
PLO1	1	Synthesise the different definitions of marketing, and the organisational and environmental characteristics which affect the appropriateness of each definition.
PLO2	2	Synthesise knowledge of differing conceptions of globalisation and their varied implications for strategic marketing.
PLO3	3	Critically evaluate a range of innovative and creative digital marketing strategy options which synthesise insights from the analysis of external intelligence and internal capabilities.
PLO4	4	Critically appraise a range of approaches to managing change and achieving cultural re-orientation in organisations.
PLO5	5	Critically evaluate the changing ethical, social and technological context of marketing and the strategic implications.
PLO6	6	Critically analyse and evaluate digital marketing theories, processes and contexts in order to address complex issues, problems and creative and technical challenges.
PLO7	7	Critically reflect on different research philosophies.
PLO8	8	Critically evaluate different research methods.

PLO9	9	Understand the need for thorough planning and design in a research project.
PLO10	10	Critically review a range of literature including practitioner and academic sources
PLO11	11	Evaluate a range of research methods and select appropriately to ensure the achievement of research aims.
PLO12	12	Critically 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.
PLO13	13	Evaluate the use of marketing information to a marketing orientation.
PLO14	14	Critically evaluate and select appropriate digital marketing methods.
PLO15	15	Create situation specific marketing strategies and plans, drawing on a range of marketing and non-marketing variables.
PLO16	16	Evaluate the major advertising creative and digital strategies and execution styles and apply them to an IMC campaign.
PLO17	17	Understand the financial context within which organisations measure brand equity and set and evaluate promotional spend across traditional and digital functions.
PLO18	18	Demonstrate media planning skills in a digital context, using reach and frequency models for optimum coverage.
PLO19	19	Design a range of digital tools for IMC, including direct and on-line media, PR, corporate communications, PPC advertising, viral campaigns etc and maintaining an awareness of emerging technologies and platforms.
PLO20	20	Distinguish and evaluate consumer and B2B buyer behaviour in a digital context.
PLO21	21	Interpret basic financial statements with a view to understanding the financial position of an organisation to invest in and support strategic developments across traditional and digital marketing functions.
PLO22	22	Apply a range of approaches to devising an organisation's mission, vision, and strategic objectives in relation to changing bases of competitive advantage and market contexts, particularly digital.
PLO23	23	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.
PLO24	24	Create a detailed strategic marketing plan to support implementation of a chosen digital marketing strategy across a range of international markets.
PLO25	25	Apply and evaluate ethical, social and technological marketing concepts to a range of organisational types in a global context.
PLO26	26	Execute and evaluate a work based project within the digital marketing field working to a live client brief.
PLO27	27	Structure and communicate ideas both orally and in writing.
PLO28	28	Communicate effectively using a variety of means.
PLO29	29	Participate constructively in a group.
PLO30	30	Work independently.
PLO31	31	Demonstrate competent use of IT.
PLO32	32	Adopt creative and imaginative thinking in both problem solving and decision making activities.
PLO33	33	Exhibit presentation skills of a high professional standard

PLO34	34	Synthesise branding, positioning, and communications theories and models and their application to IMC in a digital context.
PLO35	35	Synthesise both primary and secondary data with academic literature to draw evidenced, realistic conclusions.
PLO36	36	Demonstrate effective time management skills in completing projects within an agreed timescale.
PLO37	37	Work effectively and professionally to a client brief.
PLO38	38	Develop a reflective approach to evaluating performance.
PLO39	39	Demonstrate deep understanding of the different economic, social, technological and psychological theoretical perspectives on buyer behaviour.
PLO40	40	Evaluate differences between strategic and tactical marketing decisions and how each is shaped by a global market context in an increasingly technological world.
PLO41	41	Critically reflect on the usefulness and limitations of a range of methods for evaluating strategic marketing environments and organisational capabilities and their transferability across global markets.
PLO42	42	Critically apply marketing concepts using ethical theories with particular reference to digital approaches.
PLO43	43	Critically appraise the various models of digital marketing management.

Course Structure

Programme Structure Description	The programme is offered on a part time basis. The Research Methods module must be passed prior to the submission of the dissertation / project. Part time students complete the taught elements of the programme over 18 months, and then begin work on their activity based learning project. The named award is Master of Science (MSc) Digital Marketing (180 credits). There are 2 alternative exit qualifications: Postgraduate Certificate in Digital Marketing (any 60 credits) and Postgraduate Diploma in Digital Marketing(any 120 credits). To receive the Postgraduate Certificate in Digital Marketing students must gain credits for 7520DIMMKT, 7521DIMMKT, and 7522DIMMKT. To receive the Postgraduate Diploma in Digital Marketing students must gain credits for 7520DIMMKT, 7521DIMMKT, 7522DIMMKT, 7523DIMMKT, 7524DIMMKT, and 7525DIMMKT.

Programme Structure - 180 credit points	
Level 7 - 180 credit points	
Level 7 Core - 180 credit points	CORE
[MODULE] 7520DIMMKT Digital Marketing in Context Approved 2022.01 - 20 credit points	
[MODULE] 7521DIMMKT Digital Marketing Current and Emerging Technologies Approved 2022.01 - 20 credit points	
[MODULE] 7522DIMMKT Marketing, Consumer and Business Insights Approved 2022.01 - 20 credit points	
[MODULE] 7523DIMMKT Digital Marketing Strategy and Planning Approved 2022.01 - 20 credit points	
[MODULE] 7524DIMMKT Digital Marketing Campaign Management Approved 2022.01 - 20 credit points	
[MODULE] 7525DIMMKT Research Methods for Digital Marketing Approved 2022.01 - 20 credit points	
[MODULE] 7526DIMMKT Activity Based Learning Project Approved 2022.01 - 60 credit points	
Level 7 Optional - No credit points	OPTIONAL

Teaching, Learning and Assessment

Teaching, Learning and Assessment	Classes are between one and half and three hours long. The timing and teaching pattern is not strictly determined as a number of teaching and learning methods will be applied. Knowledge acquisition is achieved through interactive lectures, workshops, case studies, practical use of technologies (e.g. web design, analytical software),presentations by practitioners, student presentations, seminars and group discussions, videos, and individual reading and research. Resources to support learning include extensive use of Canvas across all modules. Knowledge and understanding are assessed through a variety of formative and summative assessments, tutor assessed presentations (summative),case-study based assignments, essays, group courseworks, individual courseworks, project work on live client briefs, a research plan, and a dissertation. Specific details of these can be found in the module handbooks. 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 a presentation to peers of a critical evaluation of a recently published empirical study, case study analysis, group discussions, individual reading and research, and reflection on theoretical applications in practice. A feature of the programme that reflects level 7 is that in addition to the dissertation, students are able to select their own topics for in-depth analysis in several of the modules. Intellectual skills are assessed in all the modules via courseworks and examinations. An important element of the programme is the opportunity it provides for participants to apply their learning to practical situations. Normally, 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 technologies students will have hands on experience of designing a digital marketing presence. This module will run in close partnership with Digital Marketing in Context so that students will gain theoretical knowledge alongside the practical application of the knowledge. Work on live 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 Strategy and Planning and Digital Marketing Campaign Management where students will work on a live client brief under the supervision of an academic and the mentorship of a practitioner. Similarly, Digital Marketing Technologies requires students to work on live data from an organisation's digital presence to gain practical skills in campaign evaluation. Further, several other courseworks and the dissertation require students to draw practical conclusions and make recommendations for business. 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 on-line 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. In working to live client briefs students will develop professional attitudes to work. Written communication skills are assessed in the courseworks and dissertation, whilst oral presentation skills are assessed via both peer presentations (formative) and tutor assessed presentations (summative). Courseworks also demand that students use technology and creative and imaginative thinking an

Opportunities for work related learning

Opportunities for work related learning
The curriculum has been designed with skills and attributes demanded by employers in mind. Work based learning opportunities are built in via assignments based on live client briefs. Several companies have expressed an interest in setting briefs for student assignments.

Entry Requirements

Type	Description
Other international requirements	Where candidate's first degree was not taught and assessed in English, a minimum IELTS score of 6.0 (or equivalent) is required, with a minimum of 5.5 in each category.

Alternative qualifications considered	All candidates will be able to demonstrate an ability to benefit from and contribute to the programme. Applicants will be required to complete an application form and supply two suitable references. All entry procedures will conform to University policy concerning race, gender, religion, sexual orientation and differently abled people. Normally, candidates must be graduates of a recognised institution, and hold a minimum second class honours degree. The programme team will also consider applicants with suitable Institute of Direct and Digital Marketing (IDM) or Chartered Institute of Marketing (CIM) qualifications, at Level 6 or equivalent, alongside relevant industrial experience.

Programme Contacts

Programme Leader

Contact Name

Link Tutor

Contact Name
Natalie Taylor