LIVERPOOL JOHN MOORES UNIVERSITY

Programme Specification Document

Approved, 2022.04

Overview

Programme Code	36471
Programme Title	Digital Marketing (with Advanced Practice)
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 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. 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	2 Years

Aims and Outcomes

Educational Aims of the Programme

The MSc Digital Marketing is offered on a 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 Identify ethical and sustainable solutions through a philosophy of clinical business practice within the business environment.

Learning Outcomes

Code	Description
PLO1	Synthesise the different definitions of marketing, and the organisational and environmental characteristics which affect the appropriateness of each definition.
PLO2	Synthesise knowledge of differing conceptions of globalisation and their varied implications for strategic marketing.
PLO3	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	Critically appraise a range of approaches to managing change and achieving cultural re-orientation in organisations.
PLO5	Critically evaluate the changing ethical, social and technological context of marketing and the strategic implications.
PLO6	Critically analyse and evaluate digital marketing theories, processes and contexts in order to address complex issues, problems and creative and technical challenges.
PLO7	Critically reflect on different research philosophies.
PLO8	Critically evaluate different research methods.
PLO9	Understand the need for thorough planning and design in a research project.
PLO10	Critically review a range of literature including practitioner and academic sources
PLO11	Evaluate a range of research methods and select appropriately to ensure the achievement of research aims.

Code	Description
PLO12	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	Evaluate the use of marketing information to a marketing orientation.
PLO14	Critically evaluate and select appropriate digital marketing methods.
PLO15	Create situation specific marketing strategies and plans, drawing on a range of marketing and non-marketing variables.
PLO16	Evaluate the major advertising creative and digital strategies and execution styles and apply them to an IMC campaign.
PLO17	Understand the financial context within which organisations measure brand equity and set and evaluate promotional spend across traditional and digital functions.
PLO18	Demonstrate media planning skills in a digital context, using reach and frequency models for optimum coverage.
PLO19	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	Distinguish and evaluate consumer and B2B buyer behaviour in a digital context.
PLO21	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	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	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	Create a detailed strategic marketing plan to support implementation of a chosen digital marketing strategy across a range of international markets.
PLO25	Apply and evaluate ethical, social and technological marketing concepts to a range of organisational types in a global context.
PLO26	Execute and evaluate a work based project within the digital marketing field working to a live client brief.
PLO27	Structure and communicate ideas both orally and in writing.
PLO28	Communicate effectively using a variety of means.
PLO29	Participate constructively in a group.
PLO30	Work independently.
PLO31	Demonstrate competent use of IT.
PLO32	Adopt creative and imaginative thinking in both problem solving and decision making activities.

Code	Description
PLO33	Exhibit presentation skills of a high professional standard
PLO34	Synthesise branding, positioning, and communications theories and models and their application to IMC in a digital context.
PLO35	Synthesise both primary and secondary data with academic literature to draw evidenced, realistic conclusions.
PLO36	Demonstrate effective time management skills in completing projects within an agreed timescale.
PLO37	Work effectively and professionally to a client brief.
PLO38	Develop a reflective approach to evaluating performance.
PLO39	Demonstrate deep understanding of the different economic, social, technological and psychological theoretical perspectives on buyer behaviour.
PLO40	Evaluate differences between strategic and tactical marketing decisions and how each is shaped by a global market context in an increasingly technological world.
PLO41	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	Critically apply marketing concepts using ethical theories with particular reference to digital approaches.
PLO43	Critically appraise the various models of digital marketing management.

Programme Structure

Programme Structure Description

Students completing all 240 credits are awarded the MSc Digital Marketing (with Advanced Practice) The Research Methods module (7150DMKT Research Methods for Digital Marketing) must be passed prior to the submission of 7160DMKT Research Project. If a student on MSc Digital Marketing (Advanced Practice) does not complete 7011LBSMGT (Advanced Business Practice),alternative exit awards in MSc Digital Marketing (35371) would be awarded as per the Academic Framework regulations

Programme Structure - 240 credit points	
Level 7 - 240 credit points	
Level 7 Core - 240 credit points	CORE
[MODULE] 7011LBSMGT Advanced Business Practice Approved 2022.01 - 60 credit points	
[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 presentation

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 industry clinics. The Advanced Practice element gives students the opportunity to engage with a organisation through clinical practice.

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. Pearson score 50-57 minimum.

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.

Extra Entry Requirements