

Overview

Programme Code	36684
Programme Title	Digital Marketing
Awarding Institution	Liverpool John Moores University
Programme Type	Masters
Programme Leader	
Link Tutor(s)	Tashkin Vasfi

Partner Name	Partnership Type
Unicaf	Validated

Awards

Award Type	Award Description	Award Learning Outcomes
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.
Target Award	Master of Science - MS	See Learning Outcomes Below
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	
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External Benchmarks

Subject Benchmark Statement	
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Programme Offering(s)

Mode of Study, Mode of Delivery	Intake Month	Teaching Institution	Programme Length
Part-Time, Face to Face	April	Unicaf	5 Years
Part-Time, Face to Face	August	Unicaf	5 Years
Part-Time, Face to Face	December	Unicaf	5 Years
Part-Time, Face to Face	February	Unicaf	5 Years
Part-Time, Face to Face	January	Unicaf	5 Years
Part-Time, Face to Face	July	Unicaf	5 Years
Part-Time, Face to Face	June	Unicaf	5 Years
Part-Time, Face to Face	March	Unicaf	5 Years
Part-Time, Face to Face	May	Unicaf	5 Years
Part-Time, Face to Face	November	Unicaf	5 Years
Part-Time, Face to Face	October	Unicaf	5 Years
Part-Time, Face to Face	September	Unicaf	5 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.

Code	Description
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.
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

There is one programme award: MSc Digital Marketing. This is offered part time for international students on the Unicaf programme. Students studying part-time will be able to complete the MSc between 2-5 years. Students must take the following modules: 7501UNIDM Digital Marketing Communications (20 credits) 7502UNIDM Digital Consumer Psychology (20 credits) 7503UNIDM Data Analysis and Application (20 credits) 7504UNIDM Digital Marketing Strategy and Planning (20 credits) 7505UNIDM Experiential Marketing in the Digital Era (20 credits) 7506UNIDM Research Methods for Digital Marketing and Professional Practice (20 credits) 7507UNIDM Research Project (60 credits) To qualify for the exit award of PG Cert in Digital Marketing (60 credits) students must have completed the following modules: 7501UNIDM Digital Marketing Communications (20 credits) 7502UNIDM Digital Consumer Psychology (20 credits) 7503UNIDM Data Analysis and Application (20 credits) To qualify for the exit award of PG Dip in Digital Marketing (120) credits students must have completed the following modules: 7501UNIDM Digital Marketing Communications (20 credits) 7502UNIDM Digital Consumer Psychology (20 credits) 7503UNIDM Data Analysis and Application (20 credits) 7504UNIDM Digital Marketing Strategy and Planning (20 credits) 7505UNIDM Experiential Marketing in the Digital Era (20 credits) 7506UNIDM Research Methods for Digital Marketing and Professional Practice (20 credits) Additional programme rule applies: 7506UNIDM is a prerequisite for 7507UNIDM Students will register for one new module at a time and must complete the programme within 5 years.

Programme Structure - 180 credit points	
Level 7 - 180 credit points	
Level 7 Core - 180 credit points	CORE
[MODULE] 7501UNIDM Digital Marketing Communications Approved 2022.01 - 20 credit points	
[MODULE] 7502UNIDM Digital Consumer Psychology Approved 2022.01 - 20 credit points	
[MODULE] 7503UNIDM Data Analysis and Application Approved 2022.01 - 20 credit points	
[MODULE] 7504UNIDM Digital Marketing Strategy and Planning Approved 2022.01 - 20 credit points	
[MODULE] 7505UNIDM Experiential Marketing in the Digital Era Approved 2022.01 - 20 credit points	
[MODULE] 7506UNIDM Research Methods for Digital Marketing Approved 2022.01 - 20 credit points	
[MODULE] 7507UNIDM Research Project Approved 2022.01 - 60 credit points	
Level 7 Optional - No credit points	OPTIONAL

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

Approved variance from Academic Framework Regulations

Variance

Students will be eligible for a Final Module Attempt (FMA) once they have failed the first and referral attempt of a module. Students will not have to wait until all the assessment opportunities from the taught element of the programme have been exhausted. (approved 03/11/2022)

Teaching, Learning and Assessment

Knowledge acquisition for modules will be achieved through online activities, case study analysis, practical use of technologies (e.g. web design, analytical software), student presentations, group discussions, videos, and individual reading and research. Resources to support learning include extensive use of online resources in all modules. 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 (7501UNIDM), 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 (7504UNIDM) 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 7501UNIDM where students will develop the practical skills needed for constructing a digital campaign. Similarly, Data Analysis and Application (7503UNIDM) 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. 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, 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. Courseworks also demand that students use technology, creative and imaginative thinking, strategic decision making, and draw evidenced conclusions. Effective time management skills must be demonstrated by the students and deadlines must be managed in line with professional practice.

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.

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; or international equivalent qualification; or a score of 6.0 (with no individual score less than 5.5) on the Unicaf English Placement Test (EPT). 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. An accredited UK Honours degree with 2.2 classification in a relevant discipline or international equivalent. Students holding an unrelated degree will have to have at least 5 years related experience. Students holding lower qualifications will be considered on a nonstandard basis demonstrated by relevant experience. RPL is accepted on the programme.