

Overview

Programme Code	36714
Programme Title	Business with Digital Marketing
Awarding Institution	Liverpool John Moores University
Programme Type	Degree

Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Bachelor of Science with Honours - BSH	N/A

Alternate Award Names	
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Partner Name	Partnership Type
International College IMPERIA	Franchised

External Benchmarks

Subject Benchmark Statement	
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Programme Offering(s)

Mode of Study, Mode of Delivery	Intake Month	Teaching Institution	Programme Length Programme Length Unit
Full-Time, Distance Learning	February	International College IMPERIA	3 Year
Full-Time, Distance Learning	September	International College IMPERIA	3 Year

Aims and Outcomes

Educational Aims of the Programme

Course Structure

Programme Structure Description

Teaching, Learning and Assessment

Teaching, Learning and Assessment

Programme Contacts

Programme Leader

Contact Name

Link Tutor

Contact Name

Lucy McGrath