



# DIGITAL MARKETING

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The University of Liverpool works with partner, Kaplan Higher Education Hong Kong, to process applications and admissions.

# DIGITAL

# MARKETING

## Programme overview

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**Study mode:** Online and part-time

**Qualification:** MSc / PG Dip / PG Cert Digital Marketing

**Indicative programme duration:** 30 months / 20 months / 10 months

**Entry requirements:** All applications will be considered on a case-by-case basis. If you want to discuss your previous qualifications and experience before applying, please contact us now via LiveChat.

Applicants should possess either:

- A minimum of a 2:2 class degree in any subject, equivalent to a UK bachelor's degree; or
- Professional work experience in a related field and/or other prior qualifications will be considered on a case-by-case basis.

All applicants must provide evidence that they have an English language ability equivalent to an IELTS (academic) score of 6.5.

If you don't have an IELTS or equivalent certificate, you can take our free online English test to assess your proficiency. You don't need to prove your English ability if you are a national of, or have completed a qualification equivalent to a UK degree in, any of [these countries](#).

## Teaching and assessment

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The programme is delivered using the latest and most innovative online teaching techniques and includes a range of interesting and thought-provoking activities and exercises. Core information is developed by subject-leading experts in the field and closely aligned with both industry and academic best practice, underpinned by rigorous theoretical and relevant topics, examples and cases. Leading-edge materials are supported by specially trained tutors, who are not only professionals in the discipline, but who have an exceptional knowledge of supporting online students. Teaching activities consist of specially designed lecturecasts, synchronous seminars, carefully curated reading lists, and asynchronous discussions to enhance peer-to-peer learning opportunities.

Assessment is by coursework only – there are no examinations. Assessments align with the University of Liverpool commitment to have relevant, authentic and varied activities and are designed to lead directly to enhanced professional and personal objectives as well as being appropriate to the academic discipline.

\*The indicative study duration is a guide to how long your course will take to complete. The actual duration may vary depending on study options chosen and module availability.

**Ready to apply?** Please complete our online application form to apply to study this programme.

# DIGITAL

# MARKETING

## What will I study?

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This programme consists of the following modules. You are required to complete 180 credits to achieve a full Master of Science, 120 credits to achieve the postgraduate diploma (PG Dip), and 60 to achieve the postgraduate certificate (PG Cert).

	MSc	PGDip	PGCert
Digital Marketing Strategy and Practice (15 credits)	*	*	*
Becoming a Leader (15 credits)	*	*	
Ethical and Sustainable Business Practice (15 credits)	*	*	
Finance and Data Analysis for Managers (15 credits)	*	*	
Consumer Behaviour (15 credits)	*	*	*
Digital Communications and Social Media Marketing (15 credits)	*	*	*
Brand Creation and Management (15 credits)	*	*	*
Research Methods (15 credits)	*	*	
Dissertation (60 credits)	*		



# PROGRAMME STRUCTURE

<b>NQF level</b>	Level 7		
<b>Credit value</b>	15 credits	<b>Module duration</b>	8 weeks

# DIGITAL MARKETING STRATEGY AND PRACTICE

## Module aims

This module aims to:

- Analyse the key theories and principles of digital marketing strategy.
- Consider how digital marketing fits in with traditional marketing practices.
- Evaluate a range of core digital marketing practices and their role in delivering strategic business objectives and organisational goals.
- Assess the impact of the internal and external organisational environment on digital marketing and how these facilitate new opportunities and challenges.
- Consider the changing needs and behaviours of consumers and how this has influenced digital marketing practice.

## Learning outcomes

Students will be able to:

- Apply and synthesise knowledge of the role of digital marketing within organisational and marketing strategy.
- Evaluate a range of core digital marketing practices and their role in delivering strategic business objectives and organisational goals.
- Assess the impact of the internal and external organisational environment on digital marketing and how they facilitate new opportunities and challenges.
- Demonstrate understanding of the changing needs and behaviours of consumers and how this has influenced digital marketing practice.

## Syllabus

- The role and purpose of digital marketing within an organisational and international context.
- The process of creating a digital marketing plan and its role within the wider marketing and organisational strategy.
- The impact of the internal and external organisational environment on digital marketing strategy.
- The value of digital marketing research and data analytics, considering ethical practices.
- Segmentation, targeting and positioning as fundamentals of digital marketing practice.
- Understanding the digital consumer, and changes in culture, considering co-creating value through digital marketing.
- Measuring digital marketing effectiveness.
- Digital marketing and future digital technologies.

## Learning and teaching methods

The module will primarily be delivered through eight weekly e-lectures with one core topic studied each week. Module content, focusing on key concepts, theories and case examples, will be delivered through a variety of methods including written materials, videos, and seminars. These will be supported by individual online tasks, such as blogs and case studies, which will be used to develop and apply learning. These activities will be moderated by the module instructor. Students will also be directed to key academic and practitioner readings to further develop their learning.

Students will also participate in four e-seminars where they will engage in peer discussion of key topics. The seminars will have a direct link to the planning and preparation needed for the module assessment. Seminars will be conducted via a discussion board with input from the module instructor.

MPH / PG Dip / PG Cert



<b>NQF level</b>	Level 7		
<b>Credit value</b>	15 credits	<b>Module duration</b>	8 weeks

## BECOMING A LEADER

### Module aims

This module aims to:

- Provide students with the knowledge and skills to critically analyse the role of leadership in today's work environment and consider how personal reflection and evaluation can be used to develop and grow as a leader within an organisational context.
- Foster the ability to evaluate the activities, functions and roles related to being a leader in a variety of organisational contexts, and explain both the rationale for this and the implications for those who are led.
- Explore and critique a range of theoretical perspectives concerning leadership and consider how these have developed over time with the changes in the complexity and variety of organisational structures.
- Analyse the impact of changes and developments in the external global business environment and how this has impacted contemporary leadership practice.
- Provide students with the skills and opportunity to evaluate the factors affecting the 'leader-led' relationship, and the variety of frameworks (both formal and informal) that exist to facilitate this.

### Learning outcomes

Students will be able to:

- Evaluate the meaning, influence, and importance of leadership within contemporary organisations and the changing environments in which the organisations exist.
- Develop the ability to critically assess and reflect upon the personal nature of leadership styles and the role of the leader-follower relationship.
- Develop a personal leadership style and brand and consider how personal inspiration and incentive can develop future leadership styles.
- Recognise and evaluate the new demands that global organisations put on leadership.
- Analyse different styles of leadership and how they are influenced by motivation, culture and organisational practice.

### Syllabus

- Leadership in the 21st Century
- Leadership Theory and Practice
- Learning to Lead
- Understanding the Leader-Follower Relationship
- Personality, Charisma and Leadership
- Creative Leadership
- Digital Leadership- Leading in the Age of Technology
- Developing a Personal Leadership Brand

### Learning and teaching methods

The module will primarily be delivered through eight weekly e-lectures with one core topic studied each week. Module content, focusing on key concepts, theories and case examples, will be delivered through a variety of methods including written materials, videos, and social media. These will be supported by individual online tasks, such as blogs, case studies, and discussion boards, which will be used to develop and apply learning. These activities will be moderated by the module instructor. Students will also be directed to key academic and practitioner readings to further develop their learning.

Students will also participate in eight weekly e-seminars where they will engage in peer discussion of key concepts and application to their own work contexts. Seminars will be conducted via a discussion board with input from the module instructor.

<b>NQF level</b>	Level 7		
<b>Credit value</b>	15 credits	<b>Module duration</b>	8 weeks

## ETHICAL AND SUSTAINABLE BUSINESS PRACTICE

### Module aims

This module aims to:

- Enable students to reflect critically on the ethical nature of business and management, and the ethical implications of business strategy, decision making, and sustainability.
- Support students to examine a range of ethical and sustainability issues arising from the global nature of contemporary businesses.
- Provide students with a range of theoretical and practical tools with which to identify, and critically analyse ethical problems, and support effective decision making.

### Learning outcomes

Students will be able to:

- Identify and discuss the ethical and sustainability implications of global trends for businesses.
- Understand and critically evaluate a range of ethical theories and tools.
- Critically analyse and evaluate business practices in terms of ethics and sustainability.
- Critically reflect on their own personal ethics and the ethical responsibilities and consequences of a manager role.

### Syllabus

- Business, organisations and ethics
- Sustainability
- Ethical frameworks across borders
- Personal ethics
- Stakeholder management
- Ethical and sustainable decision making
- Corporate Social Responsibility
- Managing ethically – putting it all together

### Learning and teaching methods

The module will primarily be delivered through eight weekly e-lectures, delivered through a variety of methods, covering key concepts, theories and case examples. These will be supported by individual online tasks, case studies, blogs, collaborative tasks and discussion boards, which will be used to develop and apply learning. These activities will be moderated by the module instructor. Students will also be directed to key academic and practitioner readings to further develop their learning.

Students will also participate in eight weekly e-seminars where they will engage in peer discussion of key concepts and application to their own work contexts. Seminars will be conducted via a discussion board with input from the module instructor.

Additionally, students will participate in virtual action learning sets, where students will form small action learning groups and collaboratively choose and then work together to solve current ethical problems affecting group members. This will be facilitated by the module instructor.

<b>NQF level</b>	Level 7	
<b>Credit value</b>	15 credits	<b>Module duration</b> 8 weeks

## FINANCE AND DATA ANALYSIS FOR MANAGERS

### Module aims

This module aims to:

- Enable students to broaden their understanding of finance techniques and tools which impact on business management decisions and actions;
- Equip students with technical financial skills which will allow them to participate in finance-related organisation projects, including project appraisal, financing decisions, budgeting and data analysis;
- Equip students with the skills to be able to appreciate where the financial and data management skills learnt on this module might be most appropriate / useful to their own area of business practice or specialism, as well as appreciating the limitations of techniques;
- Equip students with the skills and understanding to be able to use financial data in order to strategically influence within their workplace contexts.

### Learning outcomes

Students will be able to:

- Understand the different types of financial statements, critically evaluate the interlinkage between them and their usefulness to business decisions and challenge the basis from which various forms of data analysis take place.
- Critically analyse company performance from financial statements using financial data ratio analysis.
- Financially appraise potential business projects using investment appraisal techniques, critically evaluate the usefulness of these techniques and be able to demonstrate techniques to deal with risks and uncertainties.
- Support business planning and control through the adoption of budgets. Students will be able to critically evaluate the usefulness of budgeting techniques and appraise the usefulness of data from such control systems.
- Understand the various sources of finance available to businesses and be able to recommend suitable types of finance to meet the needs of individual business situations.

- Have an understanding of the calculation of discount rates for use in investment appraisal as well as the ability to explain problems and limitations of their use.
- Understand the non-financial and other financial risks facing businesses and be able to demonstrate and explain how such risk data can be managed.

### Syllabus

- Financial statements overview
- Company performance evaluation
- Investment appraisal
- Budgeting and control
- Financing
- Cost of capital
- Risk Management

### Learning and teaching methods

The module will be delivered over an 8-week period, primarily through a series of weekly e-lectures. These will be supported by individual online tasks and discussion boards, which will be used to develop and apply learning. These will be moderated by the module instructor. Students will also be directed to key academic and practitioner readings to further develop their learning.

Additionally, one scheduled synchronous seminar will be delivered (if there are issues with time zones another seminar will be provided).



<b>NQF level</b>	Level 7		
<b>Credit value</b>	15 credits	<b>Module duration</b>	8 weeks

## CONSUMER BEHAVIOUR

### Module aims

This module aims to:

- Provide students with the means to develop a critical appreciation of the theory of consumer behaviour: in particular to evaluate the contribution of this knowledge to our understanding of marketing.
- Enable students to reflect on the relationship between this theory and marketing practice.
- Distinguish between individual and group/cultural influences on consumer behaviour.
- Consider international cultural differences in consumer behaviour between Western and Eastern countries.

### Learning outcomes

Students will be able to:

- Demonstrate understanding of the nature and scope of the field of consumer behaviour.
- Evaluate the contribution of cognitive psychology to the development of our understanding of consumer behaviour.
- Identify the dimensions and limitations of a behaviourist perspective on consumer behaviour.
- Evaluate the role and significance of external influences on consumer behaviour, including culture and reference groups.

### Syllabus

- Individual online decision-making processes.
- Perceptions and emotions.
- Personality and the self.
- Learning, memory and motivation.
- Understanding the importance of attitudes and values.
- The role of reference groups.
- Evaluating sub-cultures.
- Culture in an international marketplace.

### Learning and teaching methods

The module will primarily be delivered through eight weekly e-lectures with one core topic studied each week. Module content, focusing on key concepts, theories and case examples, will be delivered through a variety of methods including written materials, videos, and social media. These will be supported by individual online tasks, such as blogs, case studies, and discussion boards, which will be used to develop and apply learning. These activities will be moderated by the module instructor. Students will also be directed to key academic and practitioner readings to further develop their learning.

Students will also participate in eight weekly e-seminars where they will engage in peer discussion of key topics. The seminars will have a direct link to the planning and preparation needed for the module assessment. Seminars will be conducted via a discussion board with input from the module instructor.

<b>NQF level</b>	Level 7		
<b>Credit value</b>	15 credits	<b>Module duration</b>	8 weeks

# DIGITAL COMMUNICATIONS AND SOCIAL MEDIA MARKETING

## Module aims

This module aims to:

- Provide students with the understanding and knowledge of the role of digital communication strategies and social media marketing within an increasingly digitalised international consumer and business environment.
- Develop students' understanding and knowledge of the role of digital communications and social media marketing for acquiring and sustaining mutually beneficial longer-term relationships between suppliers and customers.
- Critically evaluate the role of digital communication tools and social media platforms for raising brand awareness, creating a brand image and engaging with brand communities.
- Explore and analyse a range of theories and concepts pertaining to digital communication strategies, content marketing, mobile marketing, influencer marketing and the evolution of media technologies.
- Develop students' appreciation of cultural variations and geographical differences in social media platforms, access and understanding, as well as considering the ethical implications of digital communications.

## Learning outcomes

Students will be able to:

- Apply and synthesise knowledge of the role of digital communications and social media marketing within B2B and B2C environments.
- Analyse and evaluate the impact of social media marketing in developing brand awareness and strong customer relationships.
- Demonstrate understanding and appreciation of digital marketing communication strategies and the evolution of media technology.
- Evaluate cultural variations and geographical differences in social media platforms, access and understanding.

## Syllabus

- The evolution of communications and the impact of the digital landscape.
- Social media marketing and digital communication environment.
- Business-to-consumer and business-to-business social media marketing.
- Online customer engagement strategies.
- Digital branding strategies.
- Content marketing.
- Mobile marketing.
- Influencer marketing, electronic-Word-of-Mouth (eWOM) and virality.

## Learning and teaching methods

The module will primarily be delivered through eight weekly e-lectures with one core topic studied each week. Module content, focusing on key concepts, theories and case examples, will be delivered through a variety of methods including written materials, videos, and seminars. These will be supported by individual online tasks, such as blogs and case studies, which will be used to develop and apply learning. These activities will be moderated by the module instructor. Students will also be directed to key academic and practitioner readings to further develop their learning.

Students will also participate in eight weekly e-seminars where they will engage in peer discussion of key topics. The seminars will have a direct link to the planning and preparation needed for the module assessment. Seminars will be conducted via a discussion board with input from the module instructor.

MPH / PG Dip / PG Cert

<b>NQF level</b>	Level 7	
<b>Credit value</b>	15 credits	<b>Module duration</b> 8 weeks

# BRAND CREATION AND MANAGEMENT

## Module aims

This module aims to:

- Provide students with the knowledge and skills required to design, launch, and manage a brand.
- Develop students' appreciation of branding practices and strategies by applying theoretical concepts and marketing models to practical activities.
- Enable students to evaluate how brands interrelate with consumers and how they can differentiate a business within a competitive environment.
- Develop students' ability to manage brands to maximise their value to both customers and the business itself.

## Learning outcomes

Students will be able to:

- Critically evaluate brand-related theories in relation to local and international brands.
- Critically evaluate the importance of the strategic brand management as a process for building and maintaining brands.
- Apply academic concepts, theories and models to a practical scenario.
- Critically analyse marketing concepts and data to undertake independent research.

## Syllabus

- Exploring the concept and nature of branding.
- Analysing the psychology of branding and the relationship between brands and consumers.
- Digital branding and the role of emerging technologies.
- Developing a brand strategy.
- Brand positioning and managing consumer confidence.
- Building brand equity and creating value.
- Launching and communicating brands effectively.
- Branding challenges: sustainability, ethics and managing brand performance.

## Learning and teaching methods

The module will primarily be delivered through eight weekly e-lectures with one core topic studied each week. Module content, focusing on key concepts, theories and case examples, will be delivered through a variety of methods including written materials, videos, and social media. These will be supported by individual online tasks, such as business environmental analysis, critique of current business practice and case study review, which will be used to develop and apply learning. These activities will be moderated by the module instructor. Students will also be directed to key academic and practitioner readings to further develop their learning.

Students will also participate in four e-seminars where they will engage in peer discussion of key topics via the discussion board. The seminars will have a direct link to the planning and preparation needed for the module assessment. Seminars will be conducted via a discussion board with input from the module instructor.

MPH / PG Dip / PG Cert

<b>NQF level</b>	Level 7	
<b>Credit value</b>	15 credits	<b>Module duration</b> 8 weeks

## RESEARCH METHODS

### Module aims

This module aims to:

- Consolidate their knowledge of research in leadership and management.
- Consider the nature of research for academic and more applied contexts.
- Develop skills in the acquisition, analysis, and management of qualitative and quantitative data sets.
- Enhance their general research and study skills.
- Critically analyse, evaluate and review current research and scholarship.
- Evaluate, select, and justify appropriate research methods in a chosen area of study to ensure that the evidence generated, its analysis and conclusion are appropriate and robust.
- Appreciate the importance of ethical conduct in research.

### Learning outcomes

Students will be able to:

- Demonstrate enhanced understanding of the most effective research methods applicable to leadership and management.
- Demonstrate knowledge of the methodological steps involved in producing and implementing a research process appropriate to the specific demands of a research project with a leadership and management focus.
- Demonstrate their capacity to distinguish between primary and secondary modes of data, and their critical awareness of research methods and techniques available when collecting and analysing both qualitative and quantitative data.
- Understand how to progress an outline research project idea into a practicable research proposal.
- Critically analyse, evaluate and review current research and scholarship.
- Evaluate, select, and justify appropriate research methods in a chosen area of study to ensure that the evidence generated, its analysis and conclusion are appropriate and robust.

- Understand the importance of ethical conduct in research and be able to apply established ethical standards to research projects.

### Syllabus

- Research in management and leadership: constraints, benefits and limitations.
- Types of research data and data collection strategies.
- Qualitative research: design, data collection, analysis and presentation.
- Quantitative research: statistical techniques and data presentation.
- The nature of academic and applied research, desk-based research.
- The research process, finding a suitable research area, framing a question, developing a research proposal, and planning a research schedule.
- Ethics in research: between theory and practice.

### Learning and teaching methods

The module will primarily be delivered through a series of e-lectures covering key topics. These will be supported by individual online tasks and discussion boards, which will be used to develop and apply learning. These will be moderated by the module instructor. Students will also be directed to key readings to further develop their learning.

Students will also participate in seminars which will enable peer discussion through discussions boards as with other modules. This will be facilitated by the module instructor.

<b>NQF level</b>	Level 7		
<b>Credit value</b>	60 credits	<b>Module duration</b>	40 weeks

## DISSERTATION

### Module aims

This module aims to:

- Apply and extend the knowledge and research skills that they have acquired during their programme of study such as would be required for an extended final research project;
- Use apposite research methodologies and data collection methods to examine a relevant organisational context in significant depth;
- Identify an appropriate research topic; critically select and apply appropriate research methodology and data collection methods to their chosen research topic;
- Demonstrate a rigorous understanding of the theory and literature relevant to the issues under investigation.

### Learning outcomes

Students will be able to:

- Apply relevant theory to the analysis of management practice.
- Reflect on prior learning throughout the programme, considering a broad range of subject matter. They will be able to identify which learning from this subject matter is most significant to delivering a PG dissertation.
- Demonstrate the ability to conduct research in a rigorous and systematic fashion.
- Demonstrate the ability to refine and execute a structured plan of research based on informed choices about research design, and data collection and analysis methods.
- Recognise and critically evaluate different management research designs and the assumptions upon which they are based.
- Demonstrate the ability to present a logical, critical and sustained argument, and develop conclusions in a manner consistent with Masters level standards.

### Syllabus

- Refining the project proposal.
- Planning and executing the research project.
- Using appropriate research methods.
- Research ethics.
- Writing for academic and practitioner audiences.

### Learning and teaching methods

The module will include five taught sessions, three hours per session, in a guided virtual classroom discussion format, covering key information, enhancing students' understanding of the research methodology and planning required to pursue the dissertation. Students will also be directed to key academic and practitioner readings to further develop their learning. Students will have opportunity for instructor feedback on their research, as well as guidance on the ethical review process required to pursue empirical research.

Students will be allocated a supervisor for their dissertation. Supervisory contact hours will include scheduled meetings, detailed feedback on proposal and draft chapters, progress check-ins, and ongoing Q&A.

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## **USEFUL INFORMATION**

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### **Fees and funding**

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For current information on tuition fees and funding options, please ask our course consultants for more details. ☎+852 9545 5878

### **Discounts and scholarships**

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For current information on discounts and scholarships, please ask our course consultants for more details. ☎+852 9545 5878

### **Careers**

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Graduates of the programme will be equipped with the knowledge, skills, awareness, and confidence to meet the dynamic demands of employers. Students will have access to a wide range of marketing, management and leadership positions in the private, public and voluntary sectors, especially those requiring the effective management of internal and external communications and an understanding of the changing nature of the business environment. They will have developed an understanding of the career opportunities within marketing and will be able to articulate their career aims. This will be enhanced by access to guest speakers from marketing practice embedded within modules, which will take the form of either a video podcast or webinar where students can ask questions of the speaker. Students will be able to develop existing careers in marketing, move into a marketing role or develop more generic managerial careers.



**READY**  
**TO APPLY?**

Submit your application online

or contact our partner, Kaplan Higher  
Education Hong Kong, at

+852 2836 0332

[info@kaplan.edu.hk](mailto:info@kaplan.edu.hk)



The University of Liverpool works with partner, Kaplan Higher Education Hong Kong, to process applications and admissions.