

**City University of Hong Kong  
Course Syllabus**

**offered by Department of Media and Communication  
with effect from Semester B 2020/21**

---

---

**Part I Course Overview**

**Course Title:** Digital Media for E-Marketing

**Course Code:** COM5505

**Course Duration:** One Semester

**Credit Units:** 3

**Level:** P5

**Medium of Instruction:** English

**Medium of Assessment:** English

**Prerequisites:**  
(Course Code and Title) Nil

**Precursors:**  
(Course Code and Title) Nil

**Equivalent Courses:**  
(Course Code and Title) Nil

**Exclusive Courses:**  
(Course Code and Title) Nil

## Part II Course Details

### 1. Abstract

This course aims to provide students an innovative overview of e-marketing with an emphasis on using creative digital media. It generates students working knowledge and skills via the innovative process of e-marketing from planning, creation, execution, to evaluation and the usage of various digital media in e-marketing.

### 2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Design and construct a customer-centric innovative e-marketing project	30%	✓	✓	✓
2.	Implement the concepts and execute their e-marketing communication competency through the digital media and technology	30%	✓	✓	✓
3.	Analyze and discover the creative business marketing model via evaluating the practice of e-marketing in business organizations	40%	✓	✓	✓
		100%			

**A1: Attitude**

*Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.*

**A2: Ability**

*Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.*

**A3: Accomplishments**

*Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.*

### 3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CIOs.)

TLA	Brief Description	CILO No.			Hours/week (if applicable)
		1	2	3	
Lectures	Discover e-marketing concepts and generate creative e-marketing project.	✓			1/ 11 weeks
Project	Design and produce e-marketing project with various innovative digital media		✓		1/ 8 weeks
Project	Execute various innovative digital media in e-marketing project		✓		1/ 8 weeks
Case Study	Analyze, compare and criticize real cases on e-marketing projects			✓	2 / 4 weeks

### 4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CIOs.)

Assessment Tasks/Activities	CILO No.			Weighting	Remarks
	1	2	3		
Continuous Assessment: 100%					
Class Participation	✓	✓	✓	10%	
Prepare a written e-Marketing plan for a designated product	✓	✓	✓	40%	
In collaboration with other classmates, deliver an e-Marketing plan presentation for an existing product	✓	✓	✓	50%	
Examination: NA				100%	

## 5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Class Participation	Level of participation	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Prepare a written e-Marketing plan for a designated product	Application of theories/ Creativity/Strategic use of e-marketing channels/Appropriate details/Report writing	High	Significant	Moderate	Basic	Not even reaching marginal levels
3. In collaboration with other classmates, deliver an e-Marketing plan presentation for an existing product	Application of theories/Creativity/Strategic use of e-marketing channels/ Appropriate details/Presentation skills and materials	High	Significant	Moderate	Basic	Not even reaching marginal levels

**Part III Other Information** (more details can be provided separately in the teaching plan)

**1. Keyword Syllabus**

*(An indication of the key topics of the course.)*

E-marketing, digital media, online marketing and communication, search engine marketing, e-business, Internet, web technology, new media, traffic building, e-planning, marketing optimization, e-mail marketing, user's experience, innovative web design, creativity.

**2. Reading List**

**2.1 Compulsory Readings**

*(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)*

1.	Strauss, J., El-Ansary, A. & Frost, R. (2014). <i>E-Marketing</i> (7th ed.). Prentice Hall.
----	---

**2.2 Additional Readings**

*(Additional references for students to learn to expand their knowledge about the subject.)*

Nil