

# COM5505: DIGITAL MEDIA FOR E-MARKETING

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## Effective Term

Semester A 2025/26

## Part I Course Overview

### Course Title

Digital Media for E-Marketing

### Subject Code

COM - Media and Communication

### Course Number

5505

### Academic Unit

Media and Communication (COM)

### College/School

College of Liberal Arts and Social Sciences (CH)

### Course Duration

One Semester

### Credit Units

3

### Level

P5, P6 - Postgraduate Degree

### Medium of Instruction

English

### Medium of Assessment

English

### Prerequisites

Nil

### Precursors

Nil

### Equivalent Courses

Nil

### Exclusive Courses

Nil

## Part II Course Details

### 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.

### Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1 Design and construct a customer-centric innovative e-marketing project	30	x	x	x
2 Implement the concepts and execute their e-marketing communication competency through the digital media and technology	30	x	x	x
3 Analyze and discover the creative business marketing model via evaluating the practice of e-marketing in business organizations	40	x	x	x

#### 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 real-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.

### Learning and Teaching Activities (LTAs)

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

### Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("-" for nil entry)	Allow Use of GenAI?
1	Class Participation	1, 2, 3	10	Nil	Yes
2	Prepare a written e-Marketing plan for a designated product	1, 2, 3	40	Nil	No
3	In collaboration with other classmates, deliver an e-Marketing plan presentation for an existing product	1, 2, 3	50	Nil	No

**Continuous Assessment (%)**

100

**Examination (%)**

0

**Assessment Rubrics (AR)****Assessment Task**

Class Participation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 &amp; thereafter)

**Criterion**

Level of participation

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Basic

**Failure**

(F) Not even reaching marginal levels

**Assessment Task**

Prepare a written e-Marketing plan for a designated product (for students admitted before Semester A 2022/23 and in Semester A 2024/25 &amp; thereafter)

**Criterion**

Application of theories/ Creativity/Strategic use of e-marketing channels/Appropriate details/Report writing

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Basic

**Failure**

(F) Not even reaching marginal levels

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**Assessment Task**

In collaboration with other classmates, deliver an e-Marketing plan presentation for an existing product (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Application of theories/Creativity/Strategic use of e-marketing channels/ Appropriate details /Presentation skills and materials

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Basic

**Failure**

(F) Not even reaching marginal levels

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**Assessment Task**

Class Participation (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

Level of participation

**Excellent**

(A+, A, A-) Highly active, constructive, and meaningful participation in and contribution to in-class activities and group projects

**Good**

(B+, B) Adequate participation in and contribution to in-class activities and group projects

**Marginal**

(B-, C+, C) Moderate participation in and contribution to in-class activities and group projects

**Failure**

(F) No or destructive participation and contribution to in-class activities and group projects

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**Assessment Task**

Prepare a written e-Marketing plan for a designated product (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

Application of theories/ Creativity/Strategic use of e-marketing channels/Appropriate details/Report writing

**Excellent**

(A+, A, A-) Strong evidence of ability in Application of theories/ Creativity/Strategic use of e-marketing channels/Appropriate details/Report writing

**Good**

(B+, B) Adequate evidence of ability in Application of theories/ Creativity/Strategic use of e-marketing channels/Appropriate details/Report writing

**Marginal**

(B-, C+, C) Some evidence of ability in Application of theories/ Creativity/Strategic use of e-marketing channels/Appropriate details/Report writing

**Failure**

(F) Fail to show ability in Application of theories/ Creativity/Strategic use of e-marketing channels/Appropriate details/ Report writing

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**Assessment Task**

In collaboration with other classmates, deliver an e-Marketing plan presentation for an existing product (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

Application of theories/Creativity/Strategic use of e-marketing channels/ Appropriate details /Presentation skills and materials

**Excellent**

(A+, A, A-) Strong evidence of ability in Application of theories/ Creativity/Strategic use of e-marketing channels/Appropriate details/ Presentation skills and materials

**Good**

(B+, B) Adequate evidence of ability in Application of theories/ Creativity/Strategic use of e-marketing channels/Appropriate details/ Presentation skills and materials

**Marginal**

(B-, C+, C) Some evidence of ability in Application of theories/ Creativity/Strategic use of e-marketing channels/Appropriate details/ Presentation skills and materials

**Failure**

(F) Fail to show ability in Application of theories/ Creativity/Strategic use of e-marketing channels/Appropriate details/ Presentation skills and materials

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## Part III Other Information

### Keyword Syllabus

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.

### Reading List

#### Compulsory Readings

Title	
1	Nil

#### Additional Readings

Title	
1	Raymond Frost, Alexa Fox, Judy Strauss. E-Marketing (8th ed.). Routledge.