

# MKT5644: DIGITAL MARKETING

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## Effective Term

Semester A 2025/26

## Part I Course Overview

### Course Title

Digital Marketing

### Subject Code

MKT - Marketing

### Course Number

5644

### Academic Unit

Marketing (MKT)

### College/School

College of Business (CB)

### 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 with advanced knowledge of the fundamental and critical impacts of Internet and how it changes traditional marketing. Prevailing techniques in understanding digital marketing opportunities, challenges, and strategies and design of digital marketing plan will be included.

### Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1 Describe the background, current and future potential of digital marketing e-business models, digital marketing process, and different types of digital marketing strategies, contemporary strategic digital marketing issues.		x		
2 Analyze the digital marketing environment and opportunity, online consumer behaviours, information collected from Internet sources, unique aspects of digital marketing development and opportunity.			x	
3 Explain the critical impact of Internet and how it changes the traditional marketing in the aspects of segmentation, targeting, differentiation, positioning, product, price, distribution, integrated marketing communication and customer relationship management.			x	
4 Apply the concepts and strategies covered in the course to make digital marketing management decisions and design digital marketing plan for a real company.				x
5 Collaborate with other classmates productively in the group work; communicate and present information effectively.			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	Students will engage in learning various concepts of digital marketing through a mix of lectures, videos and case study examples.	1, 2, 3, 4	
2	Discussion and in-class activities	Students will participate in relevant discussion activities to encourage ideas sharing. Students will report observations and analysis on emerging digital marketing phenomenon that are relevant to the lecture topics in the form of short oral presentations in each class.	1, 2, 3, 4, 5	
3	Case studies	Students will work on cases on digital marketing practices in different industries to facilitate their understanding of digital marketing theories and e-business models and the application in different industries. Students will form small groups to analyse the cases and make a group case presentation one selected case.	1, 2, 3, 4, 5	

**Assessment Tasks / Activities (ATs)**

ATs		CILO No.	Weighting (%)	Remarks ("- for nil entry)	Allow Use of GenAI?
1	Individual Tasks	1, 2, 3, 4, 5	40	-	Yes
2	Group Case Analysis	1, 2, 3, 4, 5	20	-	Yes
3	Group project	1, 2, 3, 4, 5	40	-	Yes

**Continuous Assessment (%)**

100

**Additional Information for ATs****Regulation of the course**

Students need to meet the attendance requirement of the Dept. of Marketing for the completion of the course.

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

Individual Tasks (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

1.1. CAPACITY for a grasp of the topics covered in the lectures.

**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**

Individual Tasks (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

1.2. CAPACITY TO ANALYZE AND SYNTHESIZE the digital marketing concepts and strategies in real-life situations.

**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**

Individual Tasks (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

1.3. ABILITY TO REFLECT AND SHARE ideas and provide insightful comments that are relevant to the lecture topic.

**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**

Individual Tasks (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

1.4. ABILITY TO SHARE unique observations and provide constructive suggestions during group presentations.

**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**

Group Case Analysis (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

2.1. ABILITY TO PRESENT AND COMMUNICATE digital marketing problems and solutions effectively and excellently in oral and electronic format.

**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**

Group Case Analysis (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

2.2. ABILITY TO ANALYZE the digital marketing related issues.

**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**

Group Case Analysis (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

2.3. ABILITY TO MAKE COMMENTS AND RECOMMENDATIONS to the company in the selected case.

**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**

Group Case Analysis (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

2.4. ABILITY TO PROVIDE QUALITY ANSWERS to questions raised in the presentation Q & A session.

**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**

Group project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

3.1. ABILITY TO DEMONSTRATE EXTENSIVE KNOWLEDGE about most aspects of digital marketing.

**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**

Group project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

3.2. ABILITY TO IDENTIFY digital marketing opportunities by critical examining the advantage and disadvantage of the project company when compare it with the potential competitors in the industry.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Basic

**Failure**

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**Assessment Task**

Group project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

3.3. ABILITY TO SELECT appropriate e-business models, AND creatively COMBINE different digital marketing strategies.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Basic

**Failure**

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**Assessment Task**

Group project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

3.4. ABILITY TO PROVIDE effective and creative solutions for project company.

**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**

Group project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

3.5. ABILITY TO PRESENT the project findings in both written report and oral presentation with good language and organization skills.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Basic

**Failure**

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**Assessment Task**

Group project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

3.6. ABILITY TO COLLABORATE with other group members, and make significant contribution to the group project.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

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**Assessment Task**

Individual Tasks (for students admitted from Semester A 2022/23 to Summer Term 2024)

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## Part III Other Information

**Keyword Syllabus**

Introduction to digital marketing. Digital marketing planning. Digital marketing environment. Accumulation of online marketing knowledge. Online consumer behavior. Digital marketing strategies.

**Reading List**

**Compulsory Readings**

Title	
1	Strauss, Judy, and Raymond Frost (2014), e-Marketing 7th edition. N.J.: Pearson Prentice Hall

### Additional Readings

Title	
1	Chaffey, Dave, and PR Smith (2017), Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing, 5th edition. Taylor & Francis Ltd
2	Chaffey, Dave (2014), Digital Business and E-Commerce Management, 6th edition, Pearson Prentice Hall.
3	Chaffey, Dave Fiona Ellis-Chadwick, (2012) Digital Marketing: Strategy, Implementation and Practice, 5th edition Pearson Prentice Hall.
4	Jelassi, Tawfik and Albrecht Enders (2008), Strategies for E-Business: Creating Value through Electronic and Mobile Commerce, 2nd edition, Prentice Hall.
5	Laudon, Kenneth C. and Carol Guercio Traver (2012), E-commerce: Business, Technology, Society, 8th edition, Pearson Prentice Hall.
6	Shah, Rawn (2010), Social Networking for Business: Choosing the Right Tools and Resources to Fit Your Needs. Upper Saddle River, N.J.: Wharton School Publishing.
7	Tasner, Michael Scott (2010), Marketing in the Moment: The Practical Guide to Using Web 3.0 Marketing to Reach Your Customers, Upper Saddle River, N.J. : FT Press.