

COM5111: GENERATIVE AI FOR DIGITAL MARKETING

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Generative AI for Digital Marketing

Subject Code

COM - Media and Communication

Course Number

5111

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 explores the cutting edge of digital marketing through the lens of Generative Artificial Intelligence (GenAI) and other transformative technologies. Students will examine how GenAI is revolutionizing content creation, personalization, campaign optimization, and customer engagement across digital platforms. The curriculum covers essential topics such as web analytics, design thinking, content and influencer marketing, viral video strategies, mobile and social media marketing, search engine optimization and marketing, big data analytics, AI-assisted marketing, product management, and the ethical and ESG (Environmental, Social, and Governance) considerations in today's marketing landscape.

This course is designed to benefit a broad audience—including marketers, agencies, startups, established businesses and institution, as well as public communication practitioners such as government, news organisations, and NGOs—reflecting the reality that GenAI tools are now essential across the entire digital marketing industry.

Through real-world case studies, interactive discussions, and collaborative projects, students will:

- Discover and apply innovative marketing concepts in practical communication contexts.
- Design and execute creative, GenAI-powered marketing plans for real companies.
- Gain a comprehensive understanding of the latest advancements in digital marketing communication.

This course equips participants with the skills and knowledge to leverage GenAI and related technologies for impactful, ethical, and future-ready marketing strategies.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Analyze the customers, competitors and other business environments for creative marketing planning.	10	x	x	
2	Discover marketing concepts and their applications in real organizations	20	x	x	
3	Apply and execute competence in selecting, analyzing and evaluating the practice of marketing strategy in organizations	30	x	x	x
4	Create both managerial judgment and innovative approaches to current marketing problems and issues.	20		x	x
5	Work productively as part of a team, and in particular, communicate and present qualitative and quantitative information effectively in written and electronic formats in a collaborative environment.	20		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 and class participations	Key and innovative concepts and practical marketing knowledge are explained through lectures, guest seminars, and classroom discussions. Case studies will be supplemented to illustrate how to practice the learned concepts.	1, 2, 3, 4, 5 3 hours/week
2	Readings	Students are required to read the assigned chapters and also other relevant materials such as cases provided by the lecturer before or after the lecture. These readings provide students with key concepts to understand how the other companies apply the key concepts and innovative ideas.	1, 2, 3, 4
3	Individual assignments	Each student will be assigned a prompt, event, issue, or real case covering relevant topics to complete the assignment. There will be two pre-notified, in-class open-book quizzes (through Canvas), as well as two take-home written assignments.	1, 2, 3, 4, 5

4	Group project	Individual groups collaborate on diverse creative marketing events, plans, and concepts, utilizing a range of digital platforms to support their work. Through online discussion boards, shared documents, and multimedia tools, students can brainstorm, design, and present their ideas in dynamic formats. They are also encouraged to engage in critical inquiry, using digital channels to pose questions and exchange feedback with peers, fostering an interactive and multi-modal learning environment that enhances creativity and collaboration across groups.	1, 2, 3, 4, 5	
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Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Individual components: class participation (10'), and 2 take-home written assignments (15' each, 30' in total). These assessments provide students with the opportunity to discover ideas effectively; learn and analyze creative and practical marketing concepts and decisions.	1, 2, 3, 4, 5	40	-	No

2	Mid-term Group Presentation: A class presentation based on case analysis. The project is designed to assess students' grasp of strategic and innovative marketing thinking, as well as their ability to apply these techniques to solve business problems.	1, 2, 3, 4	20	GenAI may be used only for brainstorming project ideas and for copy-editing language to improve readability. However, students are required to manually verify all content. All substantive content must be the students' own, original work.	Yes
3	Final Group Presentation: Students will deliver a summary of their Final Group Paper using digital presentation tools and multimedia elements. This activity is designed to assess students' ability to communicate marketing insights effectively, showcase creativity through various formats (such as slides, videos, or interactive content), and demonstrate collaborative skills within a virtual team environment. The use of digital platforms allows for a dynamic and engaging presentation experience, reflecting best practices in contemporary marketing communication.	5	10	-	No

4	Final Group Paper: GenAI-Powered Digital Marketing Playbook. For this project, each group will select a current digital marketing concept—such as GenAI-driven personalization or influencer campaigns—and analyze its real-world impact. The research process begins with targeted readings of academic papers and industry reports, supported by collaborative annotation and discussion on digital platforms. To connect theory with practice, groups will conduct virtual interviews with representatives from at least two businesses that have implemented the chosen concept, gathering firsthand insights through recorded video calls or online surveys. Drawing on both your digital research and interviews, your group will produce a concise, visually engaging playbook (e.g., incorporating infographics or multimedia elements) that highlights practical applications and actionable recommendations for marketers. This project blends academic rigor, technological fluency, and real-	1, 2, 3, 4, 5	30	GenAI may be used only for brainstorming project ideas and for copy-editing language to improve readability. However, students are required to manually verify all content. All substantive content must be the students' own, original work.	Yes
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Continuous Assessment (%)

100

Examination (%)

0

Additional Information for ATs

In-class exercise / student activities may be given out to enhance learning experience.

Assessment Rubrics (AR)

Assessment Task

Individual components: class participation (10'), and 2 take-home written assignments (15' each, 30' in total). These assessments provide students with the opportunity to discover ideas effectively; learn and analyze creative and practical marketing concepts and decisions. (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

CAPACITY to UNDERSTAND and APPLY practical marketing concepts in formulating a marketing plan for a (fictional and innovative) product either for a profit-making or non-profit making organization.

Simulation game: Based on the outcome(s) of the simulation game.

Excellent

(A+, A, A-) Demonstrate a superior capacity for critically analyzing the internal issues and external environment with persuasive sales pitch.

Excellent capacity in APPLY practical marketing concepts in formulating the required marketing plan.

Simulation game: The top 15% score.

Good

(B+, B, B-) Demonstrate a strong capability to integrate relevant concepts and theories in analyzing the internal issues and external environment and come up with the sufficiently required marketing plan.

Simulation game: The second top 35% score.

Fair

(C+, C, C-) Demonstrate an adequate capacity in analyzing the internal issues and external environment and come up with an acceptable marketing plan.

Simulation game: The third top 35% score.

Marginal

(D) Demonstrate a limited capacity in analyzing the internal issues and external environment and come up with a marginally acceptable marketing plan.

Simulation game: The bottom 15% score.

Failure

(F) Exhibit no understanding of the internal issues and external environment faced in the company and demonstrate little capacity in analysis. Show no capability to integrate relevant concepts and theories in coming up with a marketing plan.

Simulation game: Show no effort at all.

Assessment Task

Mid-term Group Presentation: A class presentation based on case analysis. The project is designed to assess students' grasp of strategic and innovative marketing thinking, as well as their ability to apply these techniques to solve business problems. (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

ABILITY to ANALYZE, COMPARE and CRITICIZE the marketing strategies for a pair of real companies based on analytical techniques, business needs, operating environment and marketing concepts learned in class.

Excellent

(A+, A, A-) Demonstrate a superior capacity in contributing marketing concepts and knowledge in the analysis.

Good

(B+, B, B-) Demonstrate a well capacity in contributing marketing concepts and knowledge in the analysis.

Fair

(C+, C, C-) Demonstrate a reasonably well capacity in contributing marketing concepts and knowledge in the analysis.

Marginal

(D) Demonstrate a fairly capacity in contributing marketing concepts and knowledge in the analysis.

Failure

(F) Demonstrate badly in contributing marketing concepts and knowledge in the analysis.

Assessment Task

Final Group Presentation: Students will deliver a summary of their Final Group Paper using digital presentation tools and multimedia elements. This activity is designed to assess students' ability to communicate marketing insights effectively, showcase creativity through various formats (such as slides, videos, or interactive content), and demonstrate collaborative skills within a virtual team environment. The use of digital platforms allows for a dynamic and engaging presentation experience, reflecting best practices in contemporary marketing communication. (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

ABILITY to EXPLAIN a sophisticated marketing concept in an easy to follow and understandable manner within a limited time frame by all the group members.

Excellent

(A+, A, A-) Excellent presentation of research material with all necessary information provided in a logical and easy to comprehend manner.

Good

(B+, B, B-) Good presentation of research material with sufficient information provided in a logical and easy to comprehend manner.

Fair

(C+, C, C-) Clear presentation of research material with some information provided in a logical or easy to comprehend manner.

Marginal

(D) Acceptable presentation of research material with little information provided and hard to understand.

Failure

(F) Provide no sign of research material and a clumsy presentation.
Show little or no effort in conducting the research and preparing the presentation.

Assessment Task

Final Group Paper: GenAI-Powered Digital Marketing Playbook. For this project, each group will select a current digital marketing concept—such as GenAI-driven personalization or influencer campaigns—and analyze its real-world impact.

The research process begins with targeted readings of academic papers and industry reports, supported by collaborative annotation and discussion on digital platforms. To connect theory with practice, groups will conduct virtual interviews with representatives from at least two businesses that have implemented the chosen concept, gathering firsthand insights through recorded video calls or online surveys. Drawing on both your digital research and interviews, your group will produce a concise, visually engaging playbook (e.g., incorporating infographics or multimedia elements) that highlights practical applications and actionable recommendations for marketers. This project blends academic rigor, technological fluency, and real-world relevance, equipping you to bridge the gap between ideas and practice in the evolving field of digital marketing. (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

CAPACITY to SEARCH creditable and relevant journal articles or presentable cases. ABILITY to ORGANIZE and EXPLAIN a marketing concept by engaging an in-depth literature review and/or drawn upon real case studies.

Excellent

(A+, A, A-) Excellent academic writing of research material with all necessary information provided in a logical and easy to comprehend manner.

Good

(B+, B, B-) Good academic writing of research material with sufficient information provided in a logical and easy to comprehend manner.

Fair

(C+, C, C-) Clear writing of research material with some information provided in a logical or easy to comprehend manner.

Marginal

(D) Acceptable writing of research material with little information provided and hard to comprehend.

Failure

(F) Provide no sign of research material and a clumsy writing.
Show little or no effort in conducting the research and preparing the paper.

Assessment Task

Individual components: class participation (10'), and 2 take-home written assignments (15' each, 30' in total). These assessments provide students with the opportunity to discover ideas effectively; learn and analyze creative and practical marketing concepts and decisions. (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

CAPACITY to UNDERSTAND and APPLY practical marketing concepts in formulating a marketing plan for a (fictional and innovative) product either for a profit-making or non-profit making organization.

Simulation game: Based on the outcome(s) of the simulation game.

Excellent

(A+, A, A-) Demonstrate a superior capacity for critically analyzing the internal issues and external environment with persuasive sales pitch. Excellent capacity in APPLY practical marketing concepts in formulating the required marketing plan. Simulation game: The top 20% score.

Good

(B+, B) Demonstrate a strong capability to integrate relevant concepts and theories in analyzing the internal issues and external environment and come up with the sufficiently required marketing plan. Simulation game: The second top 65% score.

Marginal

(B-, C+, C) Demonstrate an adequate / a limited capacity in analyzing the internal issues and external environment and come up with a marginally acceptable marketing plan. Simulation game: The bottom 15% score.

Failure

(F) Exhibit no understanding of the internal issues and external environment faced in the company and demonstrate little capacity in analysis. Show no capability to integrate relevant concepts and theories in coming up with a marketing plan. Simulation game: Show no effort at all.

Assessment Task

Mid-term Group Presentation: A class presentation based on case analysis. The project is designed to assess students' grasp of strategic and innovative marketing thinking, as well as their ability to apply these techniques to solve business problems. (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

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Excellent

(A+, A, A-) Demonstrate a superior capacity in contributing marketing concepts and knowledge in the analysis.

Good

(B+, B) Demonstrate a well capacity in contributing marketing concepts and knowledge in the analysis.

Marginal

(B-, C+, C) Demonstrate a fairly capacity in contributing marketing concepts and knowledge in the analysis.

Failure

(F) Demonstrate badly in contributing marketing concepts and knowledge in the analysis.

Assessment Task

Final Group Presentation: Students will deliver a summary of their Final Group Paper using digital presentation tools and multimedia elements. This activity is designed to assess students' ability to communicate marketing insights effectively, showcase creativity through various formats (such as slides, videos, or interactive content), and demonstrate collaborative skills within a virtual team environment. The use of digital platforms allows for a dynamic and engaging presentation experience, reflecting best practices in contemporary marketing communication. (for students admitted from Semester A 2022/23 to Summer Term 2024)

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(A+, A, A-) Excellent presentation of research material with all necessary information provided in a logical and easy to comprehend manner.

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(B+, B) Good presentation of research material with sufficient information provided in a logical and easy to comprehend manner.

Marginal

(B-, C+, C) Acceptable presentation of research material with little information provided and hard to understand.

Failure

(F) Provide no sign of research material and a clumsy presentation. Show little or no effort in conducting the research and preparing the presentation.

Assessment Task

Final Group Paper: GenAI-Powered Digital Marketing Playbook. For this project, each group will select a current digital marketing concept—such as GenAI-driven personalization or influencer campaigns—and analyze its real-world impact. The research process begins with targeted readings of academic papers and industry reports, supported by collaborative annotation and discussion on digital platforms. To connect theory with practice, groups will conduct virtual interviews with representatives from at least two businesses that have implemented the chosen concept, gathering firsthand insights through recorded video calls or online surveys. Drawing on both your digital research and interviews, your group will produce a concise, visually engaging playbook (e.g., incorporating infographics or multimedia elements) that highlights practical applications and actionable recommendations for marketers. This project blends academic rigor, technological fluency, and real-world relevance, equipping you to bridge the gap between ideas and practice in the evolving field of digital marketing. (for students admitted from Semester A 2022/23 to Summer Term 2024)

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(A+, A, A-) Excellent academic writing of research material with all necessary information provided in a logical and easy to comprehend manner.

Good

(B+, B) Good academic writing of research material with sufficient information provided in a logical and easy to comprehend manner.

Marginal

(B-, C+, C) Acceptable writing of research material with little information provided and hard to comprehend.

Failure

(F) Provide no sign of research material and a clumsy writing. Show little or no effort in conducting the research and preparing the paper.

Part III Other Information

Keyword Syllabus

Marketing Environment; Competitor Analysis; Competitive Strategies; Buying Behaviour; Market Segmentation; Targeting; Positioning; Marketing Mix; Product Strategy; Product Life Cycle; Service Marketing; Pricing Strategy; Placing/Distribution Strategy; Integrated Marketing Communication; Global Marketing; e-Marketing; Marketing Ethics Creativity, Innovative method; content marketing; influencer marketing; web analytics; mobile marketing; search engine optimization (SEO); search engine marketing (SEM); viral video marketing user study and A/B testing, design thinking, product management, Generative AI, AI-assisted Marketing, AI deployment, ESG

Reading List

Compulsory Readings

Title	
1	Kotler, P., & Armstrong, G. (2018). Principles of Marketing (17th Global ed.). Harlow England: Pearson.
2	Kotler, P. & Keller, K.L. (2016). Marketing Management (15th ed.). Harlow, Essex, England: Pearson.
3	Kotler, P., Armstrong G., Ang, S.H., Tan, C.T., Yau, O.H.M. & Leong, S.M. (2017). Principles of Marketing: An Asian Perspective (4th ed.). Singapore: Pearson/Prentice-Hall.

4	Bateman, T. S., & Konopaske, R. (2021). Management: Leading & collaborating in a competitive world. NY: McGraw-Hill.
5	Bamford, C., & Bruton, G. (2022). Entrepreneurship: The art, science, and process for success. McGraw-Hill.

Additional Readings

Title	
1	Andreasen A. & Kotler, P. (2014). The Growth and Development of the Nonprofit Sector. In Andreasen A. & Kotler, P. (2014) Strategic Marketing for Nonprofit Organizations (7th ed, Chapter 1). Harlow: Pearson Education.
2	Di Muro, F. (2015). Burger King: Developing a Marketing Mix for Growth. Harvard Business Review.
3	Dolan, R.J. (2000). Note on Marketing Strategy. Harvard Business Review.
4	Farris, P.W., Parry, M. & Venkatesan, R. (2016). The Seven Questions of Marketing Strategy. Harvard Business Review.
5	Ginsberg, J.M. & Bloom, P.N. (2004). Choosing the Right Green Marketing Strategy. Harvard Business Review.
6	Guillermo, A. & Julian Villanueva, J. (2011). Adding Social Media to the Marketing Mix. Harvard Business Review.
7	Hermann, S., Bilstein, F.F. & Luby, F. (2006). Optimize Your Marketing Mix to Capture the Highest Additional Profit. In Hermann, S., Bilstein, F.F. & Luby, F. (2006). Manage for Profit, Not for Market Share: A Guide to Greater Profits in Highly Contested Markets (Chapter 6). Boston, Mass.: Harvard Business School Press.
8	Ho Y.W., Radel, K. & Ramsaran-Fowdar, R. (2011). Marketing Objectives and Strategy Formulation. In Ho Y.W., Radel, K. & Ramsaran-Fowdar, R. (2011). Building a Marketing Plan: a complete guide (Chapter 5). New York, N.Y.: Business Expert Press.
9	Houston, F.S. (1986), The Marketing Concept: What It is and What It is Not. Journal of Marketing, 50(2), 81-87.
10	Lehmann, D.R. & Russell S.W. (2005). Marketing Planning. In Lehmann, D.R. & Russell S.W. (2005). Analysis for Marketing Planning (6th ed. Chapter 1). New York: McGraw-Hill/Irwin.
11	Porter, M.E. & Kramer, M.R. (2011). Creating Shared Value. Harvard Business Review.
12	Venkatesh, S. & Senthilkumar, N. (2015). Impact of Humor Advertising in Radio and Print Advertising - A Review. International Journal of Engineering Science and Innovative Technology, 4(2), 276-280. Retrieved from https://mpr.ub.uni-muenchen.de/63979/1/MPRA_paper_63979.pdf
13	Zhuang, G. (2013). Structural Change in China's Retail Industry in the First Decade of the New Century. Journal of Marketing Channels, 20(3-4), 288-324.