

FB5632A: DIGITAL MARKETING & E-COMMERCE

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Digital Marketing & e-Commerce

Subject Code

FB - College of Business (FB)

Course Number

5632A

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

1

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

The aim of this course is to provide students with the ability to:

- Evaluate the role of digital marketing and e-commerce in current marketing frameworks
- Apply digital marketing and e-commerce processes in traditional business environments
- Develop and evaluate innovative digital marketing and e-commerce strategies
- Apply digital marketing and e-commerce concepts to enhance customer satisfaction

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Evaluate e-commerce business models		x		
2	Identify and assess digital marketing tools and techniques		x		
3	Analyze customer experiences in the digital world			x	
4	Apply formulated digital marketing strategies				x
5	Plan and manage digital marketing campaigns and online marketing communication				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 lectures to gain various concepts and illustrations of digital marketing and e-commerce.	1, 2, 3, 4, 5	
2	In-class Activities	Students will engage in various activities to apply the concepts covered in class. Discussion questions relevant to lecture topics will be asked to encourage sharing of ideas and collaborative learning.	1, 2, 3, 4, 5	
3	Group Projects	Student will engage in teams to work on relevant topics as assigned by the lecturer.	1, 2, 3, 4, 5	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Individual Participation and Class Discussions	1, 2, 3, 4, 5	20	-	Yes
2	Exercises and Individual Report	1, 2, 3, 4, 5	30	-	No
3	Group Case Analysis	1, 2, 3, 4, 5	20	-	No
4	Group Consulting Project	1, 2, 3, 4, 5	30	-	No

Continuous Assessment (%)

100

Additional Information for ATs**AT1: Individual Participation and Class Discussions (20%)**

Students' contribution, as measured by quality and frequency, will significantly influence their participation grade. In the spirit of online communications, students' contributions to class discussions as well as online contributions (such as postings on the course discussion board or on the course site) count toward earning participation points.

AT2: Exercises and Individual Report (30%)

A variety of exercises will be used to stimulate creative thinking and facilitate the application of key concepts to the real world. These may include small-group exercises, mini-cases, role-playing games, short presentations, etc. An individual report is used to assess students' competence in applying the theories and concepts covered.

AT3: Group Case Analysis (20%)

Students will work in groups to examine a digital marketing case study. They will prepare a report and present their findings in class.

AT4: Group Consulting Project (30%)

Students will be required to undertake an extensive team project in which they design a digital marketing strategy & plan for a **real company** (preferably a **local company**).

The major goal of the project is to synthesize concepts and tools learned in this course and apply them to the marketing of a real business online. Students will go through the process of gathering information, analyzing opportunities, evaluating business models, and designing digital marketing campaigns.

Assessment Rubrics (AR)**Assessment Task**

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

Criterion

Online and offline communications

Excellent

(A+, A, A-)

- Strong evidence of familiarity with key concepts and definitions.
- Demonstrate strong ability to clearly and correctly describe most critical points and make important contributions to the assigned questions or problems.
- High participation and excellent presentation skills.

Good

(B+, B, B-)

- Good evidence of familiarity with key concepts and definitions.
- Demonstrate significant ability to clearly and correctly describe critical points and make important contributions to the assigned questions or problems.
- Active participation and fine presentation skills.

Fair

(C+, C, C-)

- Sufficient evidence of familiarity with key concepts and definitions.
- Demonstrate moderate ability to describe critical points and make contributions to the assigned questions or problems.
- Sufficient participation and presentation skills.

Marginal

(D)

- Some evidence of familiarity with key concepts and definitions.
- Demonstrate basic ability to state critical points and make some contributions to the assigned questions or problems.
- Some participation and presentation skills.

Failure

(F)

- Limited evidence of showing with key concepts and definitions.
- Demonstrate limited ability to state critical points; make few contributions to the assigned questions or problems.
- Limited participation and presentation skills.

Assessment Task

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

Criterion

Students' competence in applying the theories and concepts covered in the e-channels development

Excellent

(A+, A, A-)

- Show excellent command of the concepts and theories covered in the lectures.
- Exhibit superior ability to apply e-commerce and digital marketing principles in real-life situations.
- Particularly enthusiastic at voicing out ideas and giving insightful comments.

Good

(B+, B, B-)

- Show good command of the concepts and theories covered in the lectures.
- Exhibit strong ability to apply e-commerce and digital marketing principles in real-life situations.
- Keen to answer questions and give constructive ideas.

Fair

(C+, C, C-)

- Show acceptable command of the concepts and theories covered in the lectures.
- Exhibit adequate ability to apply e-commerce and digital marketing principles in real-life situations.
- Answer questions when prompted.

Marginal

(D)

- Show marginal command of concepts and theories covered in the lectures.
- Exhibit marginal ability to apply e-commerce and digital marketing principles in real-life situations.
- Passive in in-class exercises.

Failure

(F)

- Show poor command of concepts and theories covered in the lectures.
 - Exhibit limited ability to apply e-commerce and digital marketing principles in real-life situations.
 - 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

Present analysis and findings on a digital marketing case study

Excellent

(A+, A, A-)

- Excellent ability to effectively present and communicate findings in oral and written formats.
- Excellent coverage of content and demonstrate excellent time management skills.
- Provide quality answers to questions raised in the presentation Q&A session.

Good

(B+, B, B-)

- Good ability to effectively present and communicate findings in oral and written formats.
- Good coverage of materials and content and demonstrate good time management skills.
- Provide good answers to questions raised during the presentation Q&A session.

Fair

(C+, C, C-)

- Moderate ability to present and communicate findings in oral and written formats.
- Fair coverage of materials and content and demonstrate good time management skills.
- Provide acceptable answers to questions raised during the presentation Q&A session.

Marginal

(D)

- Marginal ability to present and communicate findings in oral and written formats (with major areas need improvement).
- Marginal coverage of materials and contents and poor time management skills.
- Provide fair answers to questions raised during the presentation Q&A session.

Failure

(F)

- Not even reaching marginal levels.
 - Limited coverage of materials and content and poor time management skills.
 - Provide poor answers to questions raised during the presentation Q&A session.
-

Assessment Task

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

Criterion

Synthesize concepts and tools learned from this course

Excellent

(A+, A, A-)

- Excellent ability to effectively present and communicate findings in oral and written formats.
- Excellent coverage of content and demonstrate excellent time management skills.
- Provide quality answers to questions raised in the presentation Q&A session.

Good

(B+, B, B-)

- Good ability to effectively present and communicate findings in oral and written formats.
- Good coverage of materials and content and demonstrate good time management skills.
- Provide good answers to questions raised during the presentation Q&A session.

Fair

(C+, C, C-)

- Moderate ability to present and communicate findings in oral and written formats.
- Fair coverage of materials and content and demonstrate good time management skills.
- Provide acceptable answers to questions raised during the presentation Q&A session.

Marginal

(D)

- Marginal ability to present and communicate findings in oral and written formats (with major areas need improvement).
- Marginal coverage of materials and contents and poor time management skills.
- Provide fair answers to questions raised during the presentation Q&A session.

Failure

(F)

- Not even reaching marginal levels.
- Limited coverage of materials and content and poor time management skills.
- Provide poor answers to questions raised during the presentation Q&A session.

Assessment Task

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

Criterion

Online and offline communications

Excellent

(A+, A, A-)

- Strong evidence of familiarity with key concepts and definitions.
- Demonstrate strong ability to clearly and correctly describe most critical points and make important contributions to the assigned questions or problems.
- High participation and excellent presentation skills.

Good

(B+, B)

- Good evidence of familiarity with key concepts and definitions.
- Demonstrate significant ability to clearly and correctly describe critical points and make important contributions to the assigned questions or problems.
- Active participation and fine presentation skills.

Marginal

(B-, C+, C)

- Sufficient evidence of familiarity with key concepts and definitions.
- Demonstrate moderate ability to describe critical points and make contributions to the assigned questions or problems.
- Sufficient participation and presentation skills.

Failure

(F)

- Limited evidence of showing with key concepts and definitions.
- Demonstrate limited ability to state critical points; make few contributions to the assigned questions or problems.

- Limited participation and presentation skills.
-

Assessment Task

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

Criterion

Students' competence in applying the theories and concepts covered in the e-channels development

Excellent

(A+, A, A-)

- Show excellent command of the concepts and theories covered in the lectures.
- Exhibit superior ability to apply e-commerce and digital marketing principles in real-life situations.
- Particularly enthusiastic at voicing out ideas and giving insightful comments.

Good

(B+, B)

- Show good command of the concepts and theories covered in the lectures.
- Exhibit strong ability to apply e-commerce and digital marketing principles in real-life situations.
- Keen to answer questions and give constructive ideas.

Marginal

(B-, C+, C)

- Show acceptable command of the concepts and theories covered in the lectures.
- Exhibit adequate ability to apply e-commerce and digital marketing principles in real-life situations.
- Answer questions when prompted.

Failure

(F)

- Show poor command of concepts and theories covered in the lectures.
 - Exhibit limited ability to apply e-commerce and digital marketing principles in real-life situations.
 - Not even reaching marginal levels.
-

Assessment Task

Group Case Analysis (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Present analysis and findings on a digital marketing case study

Excellent

(A+, A, A-)

- Excellent ability to effectively present and communicate findings in oral and written formats.
- Excellent coverage of content and demonstrate excellent time management skills.
- Provide quality answers to questions raised in the presentation Q&A session.

Good

(B+, B)

- Good ability to effectively present and communicate findings in oral and written formats.
- Good coverage of materials and content and demonstrate good time management skills.
- Provide good answers to questions raised during the presentation Q&A session.

Marginal

(B-, C+, C)

- Moderate ability to present and communicate findings in oral and written formats.
- Fair coverage of materials and content and demonstrate good time management skills.
- Provide acceptable answers to questions raised during the presentation Q&A session.

Failure

(F)

- Not even reaching marginal levels.
 - Limited coverage of materials and content and poor time management skills.
 - Provide poor answers to questions raised during the presentation Q&A session.
-

Assessment Task

Group Consulting Project (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Synthesize concepts and tools learned from this course

Excellent

(A+, A, A-)

- Excellent ability to effectively present and communicate findings in oral and written formats.
- Excellent coverage of content and demonstrate excellent time management skills.
- Provide quality answers to questions raised in the presentation Q&A session.

Good

(B+, B)

- Good ability to effectively present and communicate findings in oral and written formats.
- Good coverage of materials and content and demonstrate good time management skills.
- Provide good answers to questions raised during the presentation Q&A session.

Marginal

(B-, C+, C)

- Moderate ability to present and communicate findings in oral and written formats.
- Fair coverage of materials and content and demonstrate good time management skills.
- Provide acceptable answers to questions raised during the presentation Q&A session.

Failure

(F)

- Not even reaching marginal levels.
 - Limited coverage of materials and content and poor time management skills.
 - Provide poor answers to questions raised during the presentation Q&A session.
-

Part III Other Information

Keyword Syllabus

e-commerce business models; digital media channels and digital media assets; digital marketing environment-consumers, competitors, suppliers; digital marketing strategy; digital media, technology, and the marketing mix; online customer experience delivery-website design and testing; digital media campaign planning; digital marketing communications-SEO, affiliate marketing, display ads, email marketing, social media marketing, mobile marketing; reputation and reviews; performance management

Reading List

Compulsory Readings

Title	
1	Nil

Additional Readings

Title	
1	Heinze, Aleksej, Gordon Fletcher, and Tahir Rashid, and Ana Cruz (2017), Digital and Social Media Marketing: A Result-Driven Approach, Routledge: Taylor & Francis Group.
2	Rodgers, Shelly and Esther Thorson (2017), Digital Advertising: Theory and Research, 3rd edition, Routledge: Taylor & Francis Group.
3	Chaffey, Dave and PR Smith (2017), Digital Marketing Excellence 5th edition, Routledge: Taylor & Francis Group.
4	Stokes, Rob (2018), eMarketing: The Essential Guide to Marketing in a Digital World, 6th edition, Quirk (Pty) Ltd