

**City University of Hong Kong  
Course Syllabus**

**offered by Department of Information Systems  
with effect from Semester B 2018 / 2019**

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**Part I Course Overview**

**Course Title:** Digital Marketing and Customer Relationship Management

**Course Code:** IS4246

**Course Duration:** One Semester (13 weeks)

**Credit Units:** 3

**Level:** B4

Arts and Humanities

**Proposed Area:**  
*(for GE courses only)*

Study of Societies, Social and Business Organisations

Science and Technology

**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

(A 150-word description about the course)

This course aims to introduce the fundamental concepts and approaches of digital marketing and the relationship marketing using different approaches on various digital platforms; innovate and develop integrated marketing campaign for both online and offline channels; and explain how integrated marketing plans and loyalty programs are designed and measured.

### 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 <sup>#</sup>	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Describe how digital marketing and various types of digital media are used to enhance the marketing strategies of business organisations.	20%	✓		
2.	Explain the impact of the Internet and the benefits of database technology to traditional marketing.	20%	✓	✓	
3.	Apply digital marketing knowledge and digital analytics to design and evaluate integrated marketing plans.	25%		✓	
4.	Demonstrate creative problem solving skills in formulating strategies for digital marketing and customer relationship management in business environments.	25%		✓	✓
5.	Exercise good communication and interpersonal skills in proposing and presenting appropriate implementation strategies for customer relationship management systems.	10%		✓	
		100%			

\* If weighting is assigned to CILOs, they should add up to 100%.

<sup>#</sup> Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

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 CILOs.)

TLA	Brief Description	CILO No.					Hours/week (if applicable)
		1	2	3	4	5	
TLA1. Presentation	Concepts and applications of digital marketing and customer relationship management are explained by instructor.	✓	✓				Seminar: 3 hours/week
TLA2. Case Studies	The specific digital marketing strategies and customer relationship management applications to achieve higher competitive advantages in real-world organizations are discussed and presented to the students.	✓	✓	✓	✓	✓	
TLA3. Application Demonstrations and Practices	Application demonstrations and practical exercises to highlight the operational characteristics of marketing communication using digital media channels. Students will be able to apply and evaluate various contemporary digital marketing tools and applications.	✓	✓	✓	✓	✓	
TLA4. Practical	Developing the hands-on skills for running digital marketing campaigns across various digital media channels and traditional channels.		✓	✓	✓		
TLA5. Exercises and Seminars	It is a means of self-reflection and sharing concepts, techniques, and methods for testing students understanding on digital marketing and relationship management strategies.	✓	✓	✓	✓	✓	

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

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

Assessment Tasks/Activities	CILO No.					Weighting*	Remarks <sup>#</sup>
	1	2	3	4	5		
Continuous Assessment: <u>50%</u>							
<b><u>AT1. In-class Exercises, Quizzes, Class Discussion and Participation</u></b> Tutorials consist of exercises, quizzes, small group discussions, self-reflection, or student presentations and participations to assess students' understanding of the chosen topics and their abilities to apply their skills.	✓	✓	✓	✓	✓	20%	
<b><u>AT2. Group Project</u></b> The group project requires students to apply digital marketing strategy and techniques across various communication channels to achieve business goals of selected businesses.	✓	✓	✓	✓	✓	30%	
Examination: <u>50%</u> (duration: one 2-hour exam)							
<b><u>AT3. Examination</u></b> Students will be assessed via the examination on their understanding of concepts learned in class and reading materials, and their ability to apply subject-related knowledge.	✓	✓	✓	✓		50%	
* The weightings should add up to 100%.						100%	

<sup>#</sup> Remark: Students must pass BOTH coursework and examination in order to get an overall pass in this course.

## 5. Assessment Rubrics

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

Assessment Task (AT)	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
AT1. In-class Exercises, Quizzes, Class Discussion and Participation	Ability to accurately describe all key digital marketing concepts on various communication media, and effectively compare and discriminate among the key concepts	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to accurately explain all the impact of the Internet and database technology to traditional marketing and how digital marketing application can effectively help business doing marketing and keep good customer relationship	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Capability to apply digital marketing knowledge applications to design an effective and efficient business marketing plan Demonstrates a cogent ability to apply digital marketing knowledge and CRM applications to design an effective and efficient marketing plan	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Capability to creatively and effectively formulate digital marketing implementation strategies and digital analytics with respect to specific contexts	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to demonstrates a cogent ability to integrate communication skills so that ideas are communicated in the most cost-effective way	High	Significant	Moderate	Basic	Not even reaching marginal levels
	AT2. Group Project	Ability to accurately describe all key digital marketing concepts on various communication media, and effectively compare and discriminate among the key concepts	High	Significant	Moderate	Basic
	Ability to accurately explain all the impact of the Internet and database technology to traditional marketing and how digital marketing application can effectively help business doing marketing and keep good customer relationship	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Capability to apply digital marketing knowledge applications to design an effective and efficient business marketing plan Demonstrates a	High	Significant	Moderate	Basic	Not even reaching marginal levels

	cogent ability to apply digital marketing knowledge and CRM applications to design an effective and efficient marketing plan					
	Capability to creatively and effectively formulate digital marketing implementation strategies and digital analytics with respect to specific contexts	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to demonstrates a cogent ability to integrate communication skills so that ideas are communicated in the most cost-effective way	High	Significant	Moderate	Basic	Not even reaching marginal levels
AT3. Examination	Ability to accurately describe all key digital marketing concepts on various communication media, and effectively compare and discriminate among the key concepts	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to accurately explain all the impact of the Internet and database technology to traditional marketing and how digital marketing application can effectively help business doing marketing and keep good customer relationship	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Capability to apply digital marketing knowledge applications to design an effective and efficient business marketing plan Demonstrates a cogent ability to apply digital marketing knowledge and CRM applications to design an effective and efficient marketing plan	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Capability to creatively and effectively formulate digital marketing implementation strategies and digital analytics with respect to specific contexts	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.)*

Digital marketing; Digital marketing campaign architecture; Digital marketing campaign configuration; Search engine optimization; Search engine marketing; Web analytics; Digital analytics; Marketing intelligence and analytics; Customer relationship management; Customer lifecycle value measurements.

#### 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.	Dave Chaffey, Fiona Ellis-Chadwick, <u>Digital Marketing: Strategy, Implementation and Practice</u> , 6/e, Prentice Hall, 2016. ISBN-10: 1292077611 • ISBN-13: 9781292077611.
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##### 2.2 Additional Readings

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

1.	David Meerman Scott, <u>The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Application, Blogs, New Releases, and Viral Marketing to Reach Buyers Directly</u> , 6e, Wiley 2017, ISBN: 978-1119362418.
2.	Brian Halligan, Dharmesh Shah, <u>Inbound Marketing, Revised and Updated: Attract, Engage, and Delight Customers Online</u> , 2e, Wiley 2014, ISBN: 978-1118896655.
3.	Steve Jackson, <u>Cult of Analytics: Data Analytics for Marketing</u> , 2/e, Routledge, 2016. ISBN: 978-1138837997.
4.	Avinash Kaushik, <u>Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity</u> , Sybex, ISBN: 978-0470529393.
5.	Feras Alhlou, Shiraz Asif, and Eric Fettman, <u>Google Analytics Breakthrough: From Zero to Business Impact</u> , 1/e, Wiley 2016.

##### 2.3 Online Resources:

Course reading materials, online examples and demonstrations will be augmented throughout the course.