MKT4628: DIGITAL MARKETING

Effective Term
Semester A 2022/23

Part I Course Overview

Course Title
Digital Marketing

Subject Code
MKT - Marketing
Course Number
4628

Academic Unit
Marketing (MKT)

College/School
College of Business (CB)

Course Duration
One Semester

Credit Units
3

Level
B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction
English

Medium of Assessment
English

Prerequisites
CB2601 Marketing

Precursors
MKT3603 Consumer Behavior

Equivalent Courses
Nil

Exclusive Courses
Nil

Part II Course Details

Abstract

This course aims to provide students with the 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	Understand the background, current and future potential of digital marketing, e-business models, digital marketing process, and different types of digital marketing strategies.		x		
2	Analyze the digital marketing environment and opportunity, online consumer behaviours, and information collected from Internet sources.			x	
3	Explain the impact of Internet and how it changes the traditional marketing in the aspects of segmentation, targeting, differentiation, positioning, product, price, distribution, communication and customer relationship management.			x	
4	Apply the concepts and strategies covered in the course to 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.

Teaching and Learning Activities (TLAs)

	TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Various concepts and illustrations of digital marketing will be explained through lectures. Case studies and videos will be shown to the students to stimulate class discussion.	1, 3	
2	In-class Activities	Activities are designed to stimulate students' learning motivation and application on the concepts covered in class. Cases studies, quizzes and exercises will be given to the students. Discussion questions relevant to lecture topics will be asked to encourage ideas sharing. Students will be required to report their 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. Audience can ask questions with regard to the phenomenon that the presenter describes and analyzes.	2, 4	
3	Group Project	Students are required to work within a group (4 to 5 students) to design an digital marketing plan for a real company, write a report for the project, and present the project findings in the form of oral presentation in the class.	2, 4, 5	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	In-class Activities Students' will be assessed based on their performance in the in-class activities including quizzes, case studies, exercises, group discussions, short presentation, and online forum discussion. Topics include major concepts, techniques and their application in real life e-business situations.	1, 2, 3, 4	25	
2	Group Project In the group project, students are required to develop a digital marketing plan for a real company. The project consists of a written report and an oral presentation. Performance will be evaluated according to their capability to integrate e-business models and digital marketing strategies into business situations and develop appropriate plans for the selected company. Peer evaluation will be conducted.	2, 4, 5	40	

Continuous Assessment (%)

65

Examination (%)

35

Examination Duration (Hours)

2

Assessment Rubrics (AR)

Assessment Task

In-class Activities

Criterion

Students' will be assessed based on their performance in the in-class activities including quizzes, case studies, exercises, group discussions, and short presentation. Topics include major concepts, techniques and their application in real life e-business situations.

Excellent (A+, A, A-)

1. Actively reflect and share ideas and provide insightful comments.
2. In the short presentation, share unique observations, creatively integrate the relevant lecture topic in the presentation, and provide creative recommendations.

Good (B+, B, B-)

1. Thinks sometimes and ask questions .
2. In the short presentation, share good observations, reasonably related them to the relevant lecture topic in the presentation, and provide good recommendations.

Fair (C+, C, C-)

1. Thinks only when ask questions.
2. In the short presentation, share common observations, review the relevant lecture topic in the presentation, and provide common recommendations.

Marginal (D)

1. Just listen to the lecture, and not involved in in-class discussions.
2. In the short presentation, barely relate them to the lecture topic and does not provide recommendations.

Failure (F)

1. Absent in classes, and not involved in in-class discussions.
2. In the short presentation, does not relate them to the lecture topic and does not provide recommendations.

Assessment Task

Group Project

Criterion

In the group project, students are required to develop a digital marketing plan for a real company. The project consists of a written report and an oral presentation. Performance will be evaluated according to their capability to integrate e-business models and digital marketing strategies into business situations and develop appropriate plans for the selected company. Peer evaluation will be conducted.

Excellent (A+, A, A-)

1. Demonstrate extensive knowledge about most aspects of digital marketing.
2. Show superior 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
3. Carefully select appropriate e-business models, and creatively combine different digital marketing strategies.
4. Provide effective and creative solutions for project company.
5. Have excellent language and organization skills to present the project findings in both written report and oral presentation.
6. Collaborate with other group members, and make significant contribution to the group project.

Good (B+, B, B-)

1. Demonstrate rich knowledge of the major aspects of digital marketing.
2. Show strong ability to identify digital marketing opportunities by reasonable comparisons between the project company and other companies in the industry.
3. Adapt competitors' e-business models and digital marketing strategies.
4. Provide feasible solutions for project company.

5. Have excellent language and organization skills to present the project findings in both written report and oral presentation.
6. Interact with other group members and make a lot contribution to the group project.

Fair (C+, C, C-)

1. Demonstrate adequate knowledge of the major aspects of digital marketing.
2. Show good ability to identify digital marketing opportunities by describing project company in the industry.
3. Select some e-business models and digital marketing strategies described in the textbook.
4. Provide acceptable solutions for project company.
5. Have adequate language and organization skills to present the project findings in both written report and oral presentation.
6. Seldom interact with other group members and make some contribution to the group project.

Marginal (D)

1. Demonstrate marginal knowledge of some aspects of digital marketing.
2. Show limited ability to identify digital marketing opportunities, do not consider the advantages and disadvantages of the project company in the industry.
3. Unreflectively select irrelevant or inappropriate e-business models and digital marketing strategies described in the textbook.
4. Provide weak solutions for project company.
5. Have poor language and organization skills to present the project findings in both written report and oral presentation.
6. Seldom interact with other group members and make little contribution to the group project.

Failure (F)

1. Unable to demonstrate any knowledge of digital marketing.
2. Unable to identify digital marketing opportunities, do not consider the advantages and disadvantages of the project company in the industry.
3. Unreflectively select irrelevant or inappropriate e-business models and digital marketing strategies described in the textbook.
4. Can't able to provide any solutions for project company.
5. Have poor language and no organization skills to present the project findings in both written report and oral presentation.
6. Failed to interact with other group members and make little contribution to the group project.

Assessment Task
Examination

Criterion
Students' will be assessed based on their understanding of topics covered in the lectures, and their application of course concepts to real life situations.

Excellent (A+, A, A-)

1. Show excellent grasp of the topics covered in the lectures.
2. Demonstrate superior capacity for analyse and synthesize the digital marketing concepts and strategies in real-life situations.

Good (B+, B, B-)

1. Show good grasp of the topics covered in the lectures.
2. Demonstrate strong capacity for analyse and synthesize the digital marketing concepts and strategies in real-life situations.

Fair (C+, C, C-)

1. Show acceptable grasp of the topics covered in the lectures.

2. Demonstrate some capacity for analyse and synthesize the digital marketing concepts and strategies in real-life situations.

Marginal (D)

1. Show marginal grasp of the topics covered in the lectures.
2. Demonstrate weak capacity for analyse and synthesize the digital marketing concepts and strategies in real-life situation.

Failure (F)

1. Failed to grasp of the topics covered in the lectures.
2. Unable to demonstrate any capacity for analyse and synthesize the digital marketing concepts and strategies in real-life situations.

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	Stokes, Rob (2018), "eMarketing: The Essential Guide to Marketing in a Digital World", 6th edition, Quirk (Pty) Ltd.

Additional Readings

	Title
1	Heinze, Aleksej, Gordon Fletcher, 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.