

MKT4680: DIGITAL MARKETING TOOLS & ANALYTICS

Effective Term

Semester A 2023/24

Part I Course Overview

Course Title

Digital Marketing Tools & Analytics

Subject Code

MKT - Marketing

Course Number

4680

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

MKT4628 Digital Marketing

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to equip students with relevant practical skills to pursue a career in digital marketing. While other digital marketing courses focus on developing digital marketing strategies, this course focuses on setting up digital marketing campaigns and measuring their performance.

Through lectures, in-class demonstrations, and hands-on tutorials, students will learn multiple digital marketing tools commonly used by industry practitioners, including Google Ads, Google Analytics, and Meta Ads Manager. The course will also introduce emerging digital marketing tools for search engine optimization, marketing automation, and social media management.

After completing the course, students should be able to set up campaigns on digital marketing platforms such as Google, YouTube, Facebook, and Instagram, and analyse campaign and website performance.

Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Understand the features, capabilities, and customization options offered by each digital marketing tool.	x	x	
2	Familiarize with the interface of each digital marketing tool, and know how to navigate the platforms to perform specific tasks.	x		x
3	Apply the knowledge of different digital marketing tools to set up and analyse the performance of digital marketing campaigns.	x	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.

Teaching and Learning Activities (TLAs)

TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Key features and capabilities of digital marketing tools would be explained through lectures and in-class demonstrations.	1, 2

2	Hands-on tutorials	To encourage hands-on experiences with digital marketing tools, a combination of individual and mini-group exercises would be given to students. These exercises are designed to help students familiarize with the interface of the platforms, and apply what they have learnt during the lecture. Students will also have the opportunity to create and run real campaigns as part of these exercises.	2, 3	
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Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1 In-class Activities Students' understanding of the lecture content will be assessed based on their performance in the individual and mini-group exercises.	1, 2, 3	50	
2 Individual Assignments Students have to complete individual assignments to demonstrate mastery of the digital marketing tools.	1, 2	50	

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

In-class Activities

Criterion

- Ability to understand and accurately describe key features, capabilities, and customization options offered by each digital marketing tool.
- Ability to effectively perform specific tasks by proficiently navigating the interfaces of digital marketing platforms.
- Ability to apply knowledge of digital marketing tools to setup and implement digital marketing campaigns.
- Ability to analyse and evaluate the performance of digital marketing campaigns.

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

Individual Assignments

Criterion

- Ability to understand and accurately describe key features, capabilities, and customization options offered by each digital marketing tool.
- Ability to apply knowledge of digital marketing tools to setup and implement digital marketing campaigns.
- Ability to analyse and evaluate the performance of digital marketing campaigns.

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

Part III Other Information

Keyword Syllabus

Digital marketing campaigns, digital marketing analytics, digital marketing platforms, Google Ads, Google Analytics, YouTube Analytics, Facebook Ads, Facebook Analytics, LinkedIn Marketing, search engine optimization, email marketing, social media management.

Reading List

Compulsory Readings

Title	
1	Course materials prepared by the instructor

Additional Readings

	Title
1	Google Ads Display (July 2022) by Google Skillshop.
2	Google Ads Search (July 2022) by Google Skillshop.
3	Google Ads Video (Nov 2022) by Google Skillshop.
4	Google Analytics (Aug 2022) by Google Skillshop.
5	Google Analytics 4 Tutorial for Beginners (Oct 2022) by Julius Fedorovicius.
6	Search Engine Optimization Starter Guide (Nov 2022) by Google.
7	What is Google Looker Studio and how you can use it (Oct 2022) by Sherry Bonelli.
8	12 Best Keyword Research Tools (Feb 2022) by Rob Woods.
9	Learn WordPress: WordPress Tutorials for Beginners (Nov 2022) by WordPress.
10	How to Use WordPress: Ultimate Guide to Building a WordPress Website (Jun 2022) by Kristen Baker.
11	How To Advertise on Facebook in 2022 (Sep 2022) by Holly Stanley.
12	How to Advertise on Instagram: A 5-Step Guide to Using Instagram Ads (Jul 2021) by Laura Wong.
13	The Complete Guide to LinkedIn Ads in 2022 (May 2021) by Leah Golob.
14	YouTube Ads for Beginners: How to Launch & Optimize a YouTube Video Advertising Campaign (Apr 2022) by Jami Oetting.