

COM3510: DIGITAL E-MARKETING COMMUNICATION

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Digital e-Marketing Communication

Subject Code

COM - Media and Communication

Course Number

3510

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's 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 aims to provide students a strategic overview of e-marketing with an emphasis on using digital media. The class will cover the process of e-marketing from planning, creation, execution, to evaluation. It also covers the usage of various digital media in e-marketing. For example, how video clips can serve as an effective tool in e-mail marketing; why bloggers, banners and search engines are essential components in building an online community etc. Important issues such as e-customer behaviour, traffic building, web site design and user's experiences will be highlighted in the course as well.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 app.)		DEC-A2	DEC-A3
1	Describe 4P model of e-marketing communication			x	
2	Compare and contrast the marketing strategies and e-marketing strategies			x	x
3	Identify new 4P model of the next generation of Internet (Web 2.0)			x	x
4	Relate e-business model with e-marketing communication strategy under next generation of Internet		x	x	x
5	Create customer-centric e-marketing projects		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.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures and discussion	Lectures and discussion of e-marketing communication theory	1	
2	Case study	Case study between traditional business and internet business model	2	
3	Discussion and Demonstration	Discussion and Demonstration of key features of Web 2.0	3	
4	Individual assignment	Individual e-marketing plan assignment associated with a local or international company	4	

5	Group project	Implementation of a group work project in terms of the production of a commercial video	5	
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Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Class participation and discussion	3	10	-	Yes
2	Submission of individual e-marketing communication plan	4	35	-	No
3	Implementation and presentation of e-marketing communication project	5	25	-	Yes
4	Exam on e-marketing strategies	1, 2	0	Exam: 30%	No

Continuous Assessment (%)

70

Examination (%)

30

Examination Duration (Hours)

2

Minimum Continuous Assessment Passing Requirement (%)

60

Minimum Examination Passing Requirement (%)

60

Assessment Rubrics (AR)**Assessment Task**

Exam on e-marketing strategies

Criterion

e-marketing KNOWLEDGE

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

Class participation and discussion

Criterion

ATTITUDE for active learning and participation

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

Submission of individual e-marketing communication plan

Criterion

CAPACITY for analysing e-marketing issues

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

Implementation and presentation of e-marketing communication project

Criterion

CAPACITY for SELF-DIRECTED LEARNING to understand e-marketing issues

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

Additional Information for AR

Individual assignment and group project:

- Adequacy of understanding of class materials/assigned readings
- Critical thinking ability
- Detailed project plan
- Good technical, visual and aesthetic quality in design
- Creative skills in resolving conceptual and practical issues
- Presentational style and skills

Part III Other Information

Keyword Syllabus

e-marketing communication; e-marketing; internet marketing; digital marketing; digital communication; internet; Web 2.0; world wide web; e-commerce; internet communication; digital signage; customer communication; customer behaviour; social networking.

Reading List

Compulsory Readings

Title	
1	Strauss, J., El-Ansary, A. and Frost, R. (2006). E-Marketing (4th ed.). Prentice Hall.
2	Kotler, P. and Armstrong, G. (2004). Principles of Marketing, New Jersey, Prentice Hall.
3	Wind, Jerry and Vijay Mahajan. (2001). Digital Marketing, Global Strategies from the World' s Leading Experts. John Wiley and Sons, Inc.
4	Scott, D. (2007). The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly.

Additional Readings

Title	
1	Nil