

MKT360 Internet & Social Media Marketing

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

Synopsis:

The digital landscape has been rapidly transforming the way consumers and businesses make purchasing decisions and commit to brands. Today, it has become imperative for organizations to leverage on the Internet, Social Media, and Mobile networks for a new set of digital platforms and tools for enhancing marketing effectiveness and efficiency. Through a combination of readings, discussion, presentations, and hands-on projects, MKT360 Internet and Social Media Marketing aims to help students understand the exciting strategic potential and benefits from employing digital technologies and capabilities. This will prepare them for marketing management in the digital era, with the ability to formulate and execute integrated digital marketing strategies for businesses.

Topics:

- The New Marketing Normal
- Integrated Digital Marketing
- Defining Digital Marketing Goals and Message
- Establishing Digital Presence
- Conveying Digital Presence
- Promoting Digital Presence
- Influencer Marketing
- Connect and Convert
- Developing and leveraging on Online Communities
- Location-Based Marketing
- Social/Digital Media Crisis
- Ethical issues in Digital Marketing

Textbooks:

Ira Kaufman, Chris Horton: Digital Marketing: Integrating Strategy and Tactics with Values. A Guidebook for Executives, Managers, and Students (Canvas) Routledge
ISBN-13: 9781317999744

Learning Outcome:

- Discuss the impact of the new marketing normal and its impact on the Digital Involvement Cycle (DIC).
- Develop the brand identity and value proposition using a framework based on inputs from digital audit.
- Distinguish and identify the different methods that can be applied to communicate and market content via social media.
- Appraise how to capture engagement on relevant social media platforms using different methods and evaluate the effectiveness of the outcome.
- Analyze challenges of managing social media crisis and how to address it by using a relevant framework.
- Examine relevant frameworks to evaluate the internet and social media health of a brand.

Assessment Strategies (Daytime Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-COURSE QUIZ 1	2
	PRE-COURSE QUIZ 2	2
	PRE-COURSE QUIZ 3	2
	PARTICIPATION 1	6
	GROUP BASED ASSIGNMENT 1	20
	TUTOR-MARKED ASSIGNMENT 1	18
Overall Examinable Components	Written Exam	50
Total		100