

MKT368 Digital Marketing

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

Synopsis:

The digital landscape is constantly evolving. This has rapidly transformed the way consumers and businesses interact with brands and make purchasing decisions. Today, it has become imperative for organizations to leverage on digital technology that encompasses the internet, social media, mobile networks, digital platforms and digital tools for enhancing marketing effectiveness and efficiency. Through a combination of readings, discussion, presentations, and hands-on projects, MKT368 Digital 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 and framework for application
- Defining Integrated Digital Marketing plan – the organization and brand strategy
- Establishing Digital Presence – building blocks for online presence
- Conveying Digital Presence – content marketing
- Promoting Digital Presence – leveraging on converged media
- Influencer Marketing
- Connect and Convert target audience using digital tools
- Developing and leveraging on Online Communities
- Location-Based Marketing
- Social/Digital Media Crisis managem
- Ethical issues in Digital Marketing

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 relevant digital media.
- Appraise how to capture engagement on relevant social media platforms using different methods and evaluate the effectiveness of the outcome.
- Analyse challenges of managing social media crisis and how to address it by using a relevant framework.
- Apply relevant frameworks to evaluate the internet and social media health of a brand.

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
------------	-------------	--------------------------

Overall Continuous Assessment	TUTOR-MARKED ASSIGNMENT 1	14
	PARTICIPATION 1	12
	GBA - REPORT 1	15
	GBA - VIDEO 1	5
	GBA - PPT 1	4
Overall Examinable Components	Written Exam	50
Total		100