

MKT369 Digital Marketing Practicum

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

Synopsis:

MKT369 Digital Marketing Practicum is designed to give students practical experience working with current digital marketing tools. The course is designed to follow the workflow of a typical digital marketing project and cover essential digital marketing tools in this process. The course takes a highly applied and hands-on approach and requests students to utilise these digital tools on a real company and develop a detailed proposal for their group work.

Topics:

- Digital Marketing Key Concepts
- Digital macro and micro environment
- Define Business Objectives and Models
- Digital Branding Strategy and Campaign Planning
- Digital Product and Pricing Strategy
- Multichannel Distribution Strategy
- Digital Communication Strategy
- Multimedia Storytelling
- Customer Relationship Management in the Digital World (CX software and tools)
- Digital Marketing Analytics
- Business Ethics and Consumer Protection in the Digital Space
- Trends in Digital Marketing

Learning Outcome:

- Apply digital marketing tools
- Develop digital marketing mix strategies
- Implement digital CRM and analytics strategies
- Practice digital storytelling and sustainable marketing
- Demonstrate proficiency in written and verbal communications and digital production skills
- Apply the essential marketing management knowledge and interpersonal skills to work effectively in a team

Assessment Strategies - Regular Semester (Evening Class):

| Components | Description | Weightage Allocation (%) |
|-------------------------------|-----------------|--------------------------|
| Overall Continuous Assessment | PARTICIPATION 1 | 12 |
| | STUDY REPORT 1 | 8 |
| | GBA - VIDEO 1 | 13 |

| | | |
|-------------------------------|-------------|------------|
| Overall Continuous Assessment | GBA - PPT 1 | 27 |
| Overall Examinable Components | ECA-VIDEO | 40 |
| Total | | 100 |

*The information listed is subject to review and change.