

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. The six three-hour sessions for this course are presented across 10 weeks and span both Terms 1 and 2 of the semester.

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 (Daytime Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PARTICIPATION 1	12
	STUDY REPORT 1	8

Overall Continuous Assessment	GBA - VIDEO 1	13
	GBA - PPT 1	27
Overall Examinable Components	ECA-VIDEO	40
Total		100

*The information listed is subject to review and change.