

# **MKT557 Mobile Marketing**

**Level:** 5

**Credit Units:** 2.5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY JULY

## **Synopsis:**

There are 5 times as many mobile phones as PC's in the world and 82% of mobile users consume information and make decisions on their phones<sup>4</sup>. Mobile marketing allows business to target users with mobile devices such as smartphones or tablets. It also enables marketing campaign to be personalized based on time and location information. The objective of MKT557 Mobile Marketing is to equip students with mobile marketing skills. Specifically, students will learn the mobile landscape and players, key successful factors in building and promoting a mobile app, the mobile ads network to implement a successful marketing campaign. By the end of the course, the students should be able to plan and design a mobile marketing campaign via websites, email, SMS and MMS, social media, and apps to reach, engage and convert targeted customers.

## **Topics:**

- Introduction to mobile landscape in terms of technology, users and players
- Mobile Apps building, promoting and selling
- Mobile marketing infrastructure: mobile website, GPS marketing, mobile payment
- Mobile advertising: mobile CPA networks, mobile gaming, location based marketing, text marketing
- The mobile activity design and planning
- The future of mobile marketing

## **Textbooks:**

Relevance Raises Response: How to Engage and Acquire with Mobile Marketing 2nd Bob Bentz  
SkillBites LLC

ISBN-13: 9781952281655

Marketing New Realities: An Introduction to Virtual Reality & Augmented Reality Marketing,  
Branding & Communications 2017 Cathy Hackl, Samantha G. Wolfe Meraki Press

ISBN-13: 9780996510677

**Learning Outcome:**

- Create a mobile app that will have good adoption
- Design a mobile marketing campaign through multi-channels.
- Assess the mobile ads network and build a right attribution model to trace performance.
- Formulate a marketing intelligence report with data and market evidences.
- Propose systematic approach to assist managerial decision making in mobile marketing
- Integrate mobile marketing with other marketing activities.
- Combine new technologies (AR/VR) with mobile marketing.

**Assessment Strategies - Regular Semester (Evening Class):**

<b>Components</b>	<b>Description</b>	<b>Weightage Allocation (%)</b>
Overall Continuous Assessment	PRE-CLASS QUIZ 1	10
	GROUP BASED ASSIGNMENT 1	25
	PARTICIPATION 1	15
Overall Examinable Components	ECA	50
<b>Total</b>		<b>100</b>

\*The information listed is subject to review and change.