

MKT688 Applied Research Project in Marketing

Level: 6

Credit Units: 10 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY SEMESTER

Synopsis:

This course allows graduate student from digital marketing programme to apply the knowledge and skills they have learnt from the programme to work on a real business problem in a systematic and research-based approach. A project on topics related to digital marketing should be produced to report the planning, implementation, and recommendations of various digital marketing activities. Students have to work closely with a business or an organisation to carry out the project. A supervisor will be assigned to the student to advise the project from period to period. The student is expected to present and defend their project at different stages.

Topics:

- Problem Identification
- Assessment of the current digital practices and facilities
- Market research based on first/second hand data
- Competitive analysis
- Campaign goal setting
- Digital marketing plan
- Digital marketing channel assessment and selection
- Digital marketing budget estimation and allocation
- Digital content strategy
- Digital marketing content creation
- Performance metrics
- Conclusion and recommendation

Learning Outcome:

- Evaluate the digital marketing environment of a business
- Assess the efficacy of different digital marketing channels
- Appraise the digital marketing campaign with relevant metrics
- Formulate a digital marketing plan that helps to achieve the business goal
- Propose digital marketing recommendations based on facts and evidences
- Create content for different digital marketing channels

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PROJECT PROPOSAL 1	10
	PRESENTATION 1	10

Overall Continuous Assessment	PROGRESS REPORT 1	30
Overall Examinable Components	FINAL REPORT	30
	FINAL PRESENTATION	20
Total		100