

PRE-REQUISITE(S)

No pre-requisite is required

CREDIT HOURS

3

SYNOPSIS

This course is a broad based and concise study on the key concepts and practical aspects of financing and investment decisions focusing on core issues in finance and their relationship to the business world from the working executive's perspective.

LEARNING OUTCOMES

- Explain emerging trends in digital marketing and critically assess the the use of digital marketing tools by applying relevant marketing theories and frameworks in local and global environment.
- Demonstrate cognitive knowledge of the skills required in conducting research on online markets, as well as in identifying, assessing and selecting digital market opportunities.
- Analyse cross-cultural and ethical issues and evaluate an effective digital marketing plan in globalised digital markets.

TOPICS

- Topic 1 Introduction to the Digital Landscape
Overview of typical digital landscape, Fundamental technologies and channels of digital marketing, Content media relevant to digital marketing
- Topic 2 Digital customers and consumers
Evolution of consumer behaviour in digital era, Segmentation and targeting
- Topic 3 Digital marketing channels
Web-based, Mobile, Social media, E-CRM
- Topic 4 (1) Online branding: Assessing online brand value and the factors to consider, Elements of an online marketing and promotion mix

(2) Online advertising and traffic strategies: Search engine marketing and its role in online strategies, Social media marketing and social networks. Dominant methods and technologies used in online advertising
- Topic 5 Digital research and analytics
Analytics in the strategic process, Common metrics and key performance indicators. Data for targeting digital audiences and measuring campaign outcomes

Topic 6	Digital Media
	Differences between paid, earned, owned and curated digital content; Audio and visual media that play important roles in online content strategies for websites, social pages, and platforms and digital marketplace; Mobile platforms and online marketing strategy
Topic 7	Digital marketing plan and control
	Create implementation, execution and control plans, Develop complete digital marketing plans for specific campaign scenarios. Identify tracking data to measure specific campaign outcomes.
Topic 8	Legal, Ethics, Compliance and Security
	Legal and ethical issues in digital marketing, Privacy issues, marketing uses of information, compliance to PDPA, Internal and external security considerations for online organisations, Responsible marketing

ASSESSMENT DETAILS

Continuous Assessment	%
Presentation/Participation/Discussions/Self-Reflection	20
Assignment 1	30
Final Assessment	%
Written Examination	50

PRESCRIBED TEXT

Main:

Kingsnorth, S. (2016). Digital Marketing strategy (2nd ed.). Kogan Page Limited.

Chaffey, D. (2015). Digital-Business and E-Commerce Management. Strategy Implementation & Practice (6th ed.). Financial Times/ Prentice Hall.

Additional References:

Kotler P., Kartajaya, H. & Setiawan, I. (2017). Marketing 4.0: Moving from Traditional to Digital. Wiley.

Wright T., Snook, C. J., Solis, B. (2016). Digital Sense: The Common Sense Approach to Effectively Blending Social Business Strategy, Marketing Technology, and Customer Experience. Wiley.

Kaufman, I. Horton, C. (2015). Digital Marketing: Integrating Strategy and Tactics with Values, A Guidebook for Executives, Managers, and Students. (1st ed.). Routledge.

Dodson, I. (2015). The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns. John Wiley.

Van Looy, A. (2015). Social Media Management- Technologies and Strategies for Creating Business Value. Springer.