

MKT4628: DIGITAL MARKETING STRATEGY

Effective Term

Semester A 2024/25

Part I Course Overview

Course Title

Digital Marketing Strategy

Subject Code

MKT - Marketing

Course Number

4628

Academic Unit

Marketing (MKT)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

CB2601 Marketing

Precursors

MKT3603 Consumer Behavior

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to provide students with the knowledge of the fundamental and critical impacts of Internet and how it changes traditional marketing. Prevailing techniques in understanding digital marketing opportunities, challenges, and strategies and design of digital marketing plan will be included.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 app.)		DEC-A2	DEC-A3
1	Describe the background, current and future potential of digital marketing, e-business models, digital marketing process, and different types of digital marketing strategies.		x		
2	Analyze the digital marketing environment and opportunity, online consumer behaviours, and information collected from Internet sources.			x	
3	Explain the impact of Internet and how it changes the traditional marketing in the aspects of segmentation, targeting, differentiation, positioning, product, price, distribution, communication and customer relationship management.			x	
4	Apply the concepts and strategies covered in the course to design digital marketing plan for a real company.				x
5	Collaborate with other classmates productively in the group work; communicate and present information effectively.			x	

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Students will engage in learning of various concepts of digital marketing through a mix of lectures, videos and case study examples.	1, 3	

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	In-class Activities Participate in in-class activities including quizzes, case studies, exercises, group discussions, short presentation, and online forum discussion.	1, 2, 3, 4	25	
2	Group Project Develop a digital marketing plan for a real company. Submit a written report and deliver an oral presentation.	2, 4, 5	40	

Continuous Assessment (%)

65

Examination (%)

35

Examination Duration (Hours)

2

Assessment Rubrics (AR)**Assessment Task**

In-class Activities

Criterion

Participate in in-class activities including quizzes, case studies, exercises, group discussions, short presentation, and online forum discussion.

Excellent (A+, A, A-)

1. Reflects and share ideas and provide insightful comments.
2. Share unique observations in the short presentations, creatively integrate the relevant lecture topic in the presentation, and provide creative recommendations.

Good (B+, B, B-)

1. Reflects sometimes and ask questions.
2. Share good observations in the short presentations, reasonably related them to the relevant lecture topic in the presentation, and provide good recommendations.

Fair (C+, C, C-)

1. Reflects only when asked questions.
2. Share common observations in the short presentations, review the relevant lecture topic in the presentation, and provide common recommendations.

Marginal (D)

1. Listens to the lecture, but does not participate in in-class discussions.
2. Barely relate short presentations to the lecture topic and does not provide recommendations.

Failure (F)

1. Fails to show up in classes, and not involved in in-class discussions.

2. Fails to relate short presentations to the lecture topic and does not provide recommendations.
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Assessment Task

Group Project

Criterion

Develop a digital marketing plan for a real company. Submit a written report and deliver an oral presentation.

Excellent (A+, A, A-)

1. Demonstrates extensive knowledge about most aspects of digital marketing.
2. Shows superior ability to identify digital marketing opportunities by critical examining the advantage and disadvantage of the project company when compare it with the potential competitors in the industry
3. Selects appropriate e-business models, and creatively combine different digital marketing strategies.
4. Suggests effective and creative solutions for project company.
5. Demonstrates excellent language and organization skills to present the project findings in both written report and oral presentation.
6. Collaborates with other group members, and make significant contribution to the group project.

Good (B+, B, B-)

1. Demonstrates rich knowledge of the major aspects of digital marketing.
2. Shows strong ability to identify digital marketing opportunities by reasonable comparisons between the project company and other companies in the industry.
3. Adapts competitors' e-business models and digital marketing strategies.
4. Suggests feasible solutions for project company.
5. Demonstrates excellent language and organization skills to present the project findings in both written report and oral presentation.
6. Interacts with other group members and make a lot contribution to the group project.

Fair (C+, C, C-)

1. Demonstrates adequate knowledge of the major aspects of digital marketing.
2. Shows good ability to identify digital marketing opportunities by describing project company in the industry.
3. Selects some e-business models and digital marketing strategies described in the textbook.
4. Provides acceptable solutions for project company.
5. Demonstrates adequate language and organization skills to present the project findings in both written report and oral presentation.
6. Interacts with other group members and make some contribution to the group project.

Marginal (D)

1. Demonstrates marginal knowledge of some aspects of digital marketing.
2. Shows limited ability to identify digital marketing opportunities, do not consider the advantages and disadvantages of the project company in the industry.
3. Selects irrelevant or inappropriate e-business models and digital marketing strategies described in the textbook.
4. Provides weak solutions for project company.
5. Demonstrates poor language and organization skills to present the project findings in both written report and oral presentation.
6. Fails to interact with other group members and make little contribution to the group project.

Failure (F)

1. Fails to demonstrate any knowledge of digital marketing.
2. Fails to identify digital marketing opportunities, do not consider the advantages and disadvantages of the project company in the industry.
3. Selects irrelevant or inappropriate e-business models and digital marketing strategies described in the textbook.
4. Fails to provide any solutions for project company.

5. Demonstrates poor language and no organization skills to present the project findings in both written report and oral presentation.
6. Fails to interact with other group members and make little contribution to the group project.

Assessment Task

Examination

Criterion

Demonstrates understanding of topics covered in the lectures, and applies course concepts to real life situations.

Excellent (A+, A, A-)

1. Shows excellent grasp of the topics covered in the lectures.
2. Demonstrates superior capacity for analyse and synthesize the digital marketing concepts and strategies in real-life situations.

Good (B+, B, B-)

1. Shows good grasp of the topics covered in the lectures.
2. Demonstrates strong capacity for analyse and synthesize the digital marketing concepts and strategies in real-life situations.

Fair (C+, C, C-)

1. Shows acceptable grasp of the topics covered in the lectures.
2. Demonstrates some capacity for analyse and synthesize the digital marketing concepts and strategies in real-life situations.

Marginal (D)

1. Shows marginal grasp of the topics covered in the lectures.
2. Demonstrates weak capacity for analyse and synthesize the digital marketing concepts and strategies in real-life situation.

Failure (F)

1. Fails to grasp of the topics covered in the lectures.
2. Fails to demonstrate any capacity for analyse and synthesize the digital marketing concepts and strategies in real-life situations.

Part III Other Information

Keyword Syllabus

Introduction to digital marketing. Digital marketing planning. Digital marketing environment. Accumulation of online marketing knowledge. Online consumer behavior. Digital marketing strategies.

Reading List

Compulsory Readings

Title	
1	Stokes, Rob (2018), "eMarketing: The Essential Guide to Marketing in a Digital World", 6th edition, Quirk (Pty) Ltd.

Additional Readings

Title	
1	Heinze, Aleksej, Gordon Fletcher, Tahir Rashid and Ana Cruz (2017), "Digital and Social Media Marketing: A Result-Driven Approach", Routledge: Taylor & Francis Group.

2	Rodgers, Shelly and Esther Thorson (2017), "Digital Advertising: Theory and Research, 3rd Edition, Routledge: Taylor & Francis Group.
3	Chaffey, Dave and PR Smith (2017), "Digital Marketing Excellence", 5th Edition, Routledge: Taylor & Francis Group.