Subject Description Form

Subject Code	MM3842
Subject Title	Digital Marketing
Credit Value	3
Level	3
Pre-requisite/ Co-requisite/ Exclusion	**Pre-requisite:** Introduction to Marketing (MM2BN05) or Introduction to Marketing (MM2711) or equivalent **Exclusion:** Internet Marketing (MM3841)
Objectives	The subject aims to enable students to (1) appreciate the importance of digital marketing (2) identify digital channels, their advantages and limitations (3) manage and build better customer relationships across all digital channels (4) create a digital marketing plan for marketing success.
Intended Learning Outcomes	Upon completion of the subject, students will be able to: a. analyse and understand the impact of digital marketing on marketing planning. b. identify the core components of an effective digital marketing strategy and develop a successful digital marketing plan and implement relevant digital activities. c. understand how technologies such as artificial intelligence and data science expand the scope of marketing and identify insights, trends and patterns to make marketing communications more relevant. d. apply the knowledge of digital marketing to practical cases and navigate digital marketing topics including online advertising, search engine optimization, mobile marketing, and online privacy. This subject will also enhance students' logical and critical thinking, and abilities in appreciating technological development in the digital marketplace.
Subject Synopsis/ Indicative Syllabus	The subject will cover the following topics. **Introduction to Digital Marketing** • the principles and purpose of digital marketing. **Content Marketing** • the principles of content marketing. • align content marketing effectively with other marketing activities. **Social Media Marketing** • the role of social media in digital marketing. • the key social media platforms for digital marketing.

Search Engine Optimization (SEO)
- align SEO objectives with overarching business objectives.
- keyword and competitor research to build a content plan that attracts and engages the users.

Paid Search (PPC) Using Google Ads
- the fundamentals of paid search and its benefits.
- implementation and management of Pay-Per Click (PPC) campaigns using Google Ads.

Display and Video Advertising
- the fundamentals of display and video advertising.
- set up and manage a YouTube channel.

Email Marketing
- the fundamentals of email marketing.
- cover the concepts of segmentation, personalization, timing, and engagement along with the legislation and regulations surrounding data protection that underpin an effective email marketing strategy.

Website Optimization
- the key concepts underpin effective website design.
- the purpose of website optimization.

Analytics Using Google Analytics
- the fundamentals of web analytics and the associated legal responsibilities and best practices concerning data collection, consent, and privacy that enable a digital marketer to draw actionable conclusions from website or marketing channel data.

Mobile Marketing
- understand mobile devices, apps, and SMS/MMS. Their advantages and limitations.

Artificial Intelligence
- generate content, provide interaction, perform predictive analytics, sort information to find out which are the best performing adverts and facilitate dynamic pricing, personalization, chatbots etc.

Data Science
- Through analysis of complex and interrelated data sets, identify success factors of marketing communications.

Digital Marketing Strategy
- identify the core components of an effective digital marketing strategy and develop a successful digital marketing plan and evaluate ROI.

Teaching/Learning Methodology	Students are encouraged to participate in class discussions for both lectures and seminars. Lab sessions during tutorials provide students hands-on experiences of using business analytics tools. To facilitate students' ability to apply theories, case studies will be stressed in teaching, including cases assigned for discussion in class and a project assigned as field work. Students are required to form groups to conduct the projects dealing with real firms.

	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)			
			a	b	c	d
Continuous Assessment*		**50%**				
Group:						
Case Study		10%	✓	✓	✓	✓
Marketing Plan		25%	✓	✓	✓	✓
Individual:						
Essay		15%	✓	✓	✓	✓
Examination		**50%**	✓	✓	✓	✓
Total		100 %				

Assessment Methods in Alignment with Intended Learning Outcomes

*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.

To reflect the significant technology content in this subject, 10% (*or more*) of the overall weighting of this subject is based on individual assessment concerning technology-related knowledge.

To pass this subject, students are required to obtain Grade D or above in the overall grade.

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: The various methods are designed to ensure that all students taking this subject –

- Understand and analyse the issues and concepts of digital marketing.
- Read relevant chapters of the recommended textbook and other relevant learning material including research journal articles, cases & reports, etc.
- Appreciate alternative approaches, perspectives and theories to deal with various digital marketing issues;
- Undertake critical reflective thinking and practice about innovative ways of thinking and new ways of digital marketing.

Feedback is given to students after they have presented their view and all students are invited to join this discussion.

Student Study Effort Expected

Class contact:	
▪ Lectures	26 Hrs.
▪ Seminars	13 Hrs.
Other student study effort:	
▪ Continuous assessment	42 Hrs.
▪ Preparation for the final examination	42 Hrs.
Total student study effort	123 Hrs.

Reading List and References	***Recommended Textbooks and References*** ***Main Text*** Chaffey, D. & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation and Practice* (7th edition), Pearson. ***References*** Gentsch, P. (2019). *AI in Marketing, Sales and Service: How Marketers Without a Data Science Degree Can Use AI, Big Data and Bots*, Cham, Switzerland: Palgrave Macmillan. Hanlon, A. (2019). *Digital Marketing: Strategic Planning & Integration*, SAGE Publications. Hemann, C. & Burbary, K. (2018). *Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World: Making Sense of Consumer Data in a Digital World* (2nd Ed), Que Publishing.

August 2022