

**Title (Units):** **COMP7085 Digital Marketing and Analytics (3,3,0)**

**Course Aims:** The objective of this course is to introduce the concepts and applications of digital and social media marketing. The aim is to help students learn how to determine the strategy and plan for using digital and social media to reach more customers, and learn the skills to measure the digital marketing impacts.

**Prerequisite:** Nil

**Course Intended Learning Outcomes (CILOs):**

Upon successful completion of this course, students should be able to:

No.	Course Intended Learning Outcomes (CILOs)
	<b>Knowledge</b>
1	Describe the concepts of digital and social media marketing and digital marketing strategy
2	Identify the core issues in digital marketing and social media marketing strategy and planning
3	Illustrate the various measurements to evaluate the impacts of digital and social media marketing
	<b>Professional Skill</b>
4	Develop the skills to measure the digital marketing impacts

**Calendar Description:** The course deals with the planning for using digital channels and social media to support organization's marketing purposes.

**Teaching and Learning Activities (TLAs):**

CILOs	Type of TLA
1-3	Students will attend lectures for the concepts of digital and social media marketing, its applications, and evaluation methods.
4	Students will work on assignments and/or project to apply the concepts of the course for in-depth learning.

**Assessment:**

No.	Assessment Methods	Weighting	CILOs to be addressed	Description of Assessment Tasks
1	Continuous Assessment	60%	1-4	Continuous assessments are used to test the learning outcomes in the Knowledge and Professional Skill domains. The continuous assessments could be assignments (30%), and project (30%). Course instructor can determine the most appropriate form to assess his or her students.
2	Examination	40%	1-4	Final examination is used to test learning outcomes in the Knowledge domain. Questions are designed to assess knowledge acquired and ability to utilize knowledge.

**Assessment Rubrics:**

<b>Excellent (A)</b>	<ul style="list-style-type: none"><li>Achieves all four CILOs, demonstrating an excellent mastery of both the theoretical and practical aspects of the knowledge and skills associated with the concepts of digital and social media marketing</li><li>Able to develop and present an effective digital marketing plan, accompanied by in-depth analysis and insight</li><li>Demonstrates a thorough understanding and solid knowledge of the operational issues of the digital and social media marketing</li></ul>
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	<ul style="list-style-type: none"> <li>• Able to appropriately apply a variety of techniques and relevant knowledge to evaluate the impacts of digital and social media marketing</li> </ul>
<b>Good (B)</b>	<ul style="list-style-type: none"> <li>• Achieves all four CILOs, demonstrating a good understanding of the concepts of digital and social media marketing</li> <li>• Able to develop and present a digital marketing plan, accompanied by adequate explanations</li> <li>• Demonstrates a competent level of knowledge and understanding of the operational issues of the digital and social media marketing</li> <li>• Able to apply some appropriate techniques and knowledge to evaluate the impacts of digital and social media marketing</li> </ul>
<b>Satisfactory (C)</b>	<ul style="list-style-type: none"> <li>• Achieves most of the four CILOs, demonstrating a basic level of understanding of the concepts of digital and social media marketing</li> <li>• Able to provide an acceptable digital marketing plan</li> <li>• Demonstrates an adequate level of knowledge and understanding of the operational issues of the digital and social media marketing</li> <li>• Able to make use of a few techniques and knowledge to evaluate the impacts of digital and social media marketing</li> </ul>
<b>Fail (F)</b>	<ul style="list-style-type: none"> <li>• Achieves less than two of the four CILOs, with little understanding of the concepts of digital and social media marketing</li> <li>• Unable to provide an acceptable digital marketing plan</li> <li>• Demonstrates little or no knowledge and understanding of the operational issues of the digital and social media marketing</li> <li>• Unable to apply techniques and knowledge to evaluate the impacts of digital and social media marketing</li> </ul>

#### Course Content and CILOs Mapping:

Content		CILO No.
I	Digital and social media marketing concepts	1
II	Planning for digital marketing	2
III	Marketing on social media	2
IV	Metrics and analytics	3,4
V	Current Issues in digital and social media marketing	1-4

#### References:

- Alan Charlesworth. Digital Marketing: A Practical Approach, 3rd Edition, Routledge, 2018.
- Aleksej Heinze, Gordon Fletcher, Tahir Rashid, and Ana Cruz. Digital and Social Media Marketing: a Results-Driven Approach, 2nd Edition, Routledge, 2020.
- Andrew Smith. Consumer Behaviour and Analytics, 1st Edition, Routledge, 2020.
- Damian Ryan. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, 4th Edition, Kogan Page, 2017.
- Dawn McGruer. Dynamic Digital Marketing: Master the World of Online and Social Media Marketing to Grow Your Business, John Wiley & Sons, 2019.
- Jim Barry. Social Content Marketing for Entrepreneurs, Business Expert Press, 2015.

- Simon Kingsnorth. Digital Marketing Strategy: An Integrated Approach to Online Marketing, 2nd Edition, Kogan Page, 2019.
- Tracy L. Tuten. Social Media Marketing, 5th Edition, SAGE Publications Ltd, 2023.

**Course Content:**

**Topic**

- I. Digital and social media marketing concepts
  - A. Digital marketing strategy
  - B. Digital channels
- II. Planning for digital marketing
  - A. Develop digital presence
  - B. Email marketing
  - C. Search engine optimization
  - D. Content marketing
  - E. Mobile marketing
  - F. Programmatic advertising
  - G. Viral marketing
  - H. Video advertising
- III. Marketing on social media
  - A. Blogging
  - B. Consumer reviews and rating
  - C. Social networking
- IV. Metrics and analytics
  - A. Measuring brand awareness
  - B. Campaign evaluation
  - C. Web analytics
- V. Current Issues in digital and social media marketing  
such as privacy issue, AI, enabling technologies for digital marketing