

**City University of Hong Kong
Course Syllabus**

**offered by Department of Media and Communication
with effect from Semester A 2022/23**

Part I Course Overview

Course Title: Digital Media for E-Marketing

Course Code: COM5505

Course Duration: One Semester

Credit Units: 3

Level: P5

Medium of Instruction: English

Medium of Assessment: English

Prerequisites:
(Course Code and Title) Nil

Precursors:
(Course Code and Title) Nil

Equivalent Courses:
(Course Code and Title) Nil

Exclusive Courses:
(Course Code and Title) Nil

Part II Course Details

1. Abstract

This course aims to provide students an innovative overview of e-marketing with an emphasis on using creative digital media. It generates students working knowledge and skills via the innovative process of e-marketing from planning, creation, execution, to evaluation and the usage of various digital media in e-marketing.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Design and construct a customer-centric innovative e-marketing project	30%	✓	✓	✓
2.	Implement the concepts and execute their e-marketing communication competency through the digital media and technology	30%	✓	✓	✓
3.	Analyze and discover the creative business marketing model via evaluating the practice of e-marketing in business organizations	40%	✓	✓	✓
		100%			

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 self-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.

3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.			Hours/week (if applicable)
		1	2	3	
Lectures	Discover e-marketing concepts and generate creative e-marketing project.	✓			1/ 11 weeks
Project	Design and produce e-marketing project with various innovative digital media		✓		1/ 8 weeks
Project	Execute various innovative digital media in e-marketing project		✓		1/ 8 weeks
Case Study	Analyze, compare and criticize real cases on e-marketing projects			✓	2 / 4 weeks

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.			Weighting	Remarks
	1	2	3		
Continuous Assessment: 100%					
Class Participation	✓	✓	✓	10%	
Prepare a written e-Marketing plan for a designated product	✓	✓	✓	40%	
In collaboration with other classmates, deliver an e-Marketing plan presentation for an existing product	✓	✓	✓	50%	
Examination: NA				100%	

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Applicable to students admitted in Semester A 2022/23 and thereafter

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B)	Marginal (B-, C+, C)	Failure (F)
1. Class Participation	Level of participation	Highly active, constructive, and meaningful participation in and contribution to in-class activities and group projects	Adequate participation in and contribution to in-class activities and group projects	Moderate participation in and contribution to in-class activities and group projects	No or destructive participation and contribution to in-class activities and group projects
2. Prepare a written e-Marketing plan for a designated product	Application of theories/ Creativity/Strategic use of e-marketing channels/Appropriate details/Report writing	Strong evidence of ability in Application of theories/ Creativity/Strategic use of e-marketing channels/Appropriate details/Report writing	Adequate evidence of ability in Application of theories/ Creativity/Strategic use of e-marketing channels/Appropriate details/Report writing	Some evidence of ability in Application of theories/ Creativity/Strategic use of e-marketing channels/Appropriate details/Report writing	Fail to show ability in Application of theories/ Creativity/Strategic use of e-marketing channels/Appropriate details/Report writing
3. In collaboration with other classmates, deliver an e-Marketing plan presentation for an existing product	Application of theories/Creativity/Strategic use of e-marketing channels/ Appropriate details /Presentation skills and materials	Strong evidence of ability in Application of theories/ Creativity/Strategic use of e-marketing channels/Appropriate details/ Presentation skills and materials	Adequate evidence of ability in Application of theories/ Creativity/Strategic use of e-marketing channels/Appropriate details/ Presentation skills and materials	Some evidence of ability in Application of theories/ Creativity/Strategic use of e-marketing channels/Appropriate details/ Presentation skills and materials	Fail to show ability in Application of theories/ Creativity/Strategic use of e-marketing channels/Appropriate details/ Presentation skills and materials

Applicable to students admitted before Semester A 2022/23

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Class Participation	Level of participation	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Prepare a written e-Marketing plan for a designated product	Application of theories/ Creativity/Strategic use of e-marketing channels/Appropriate details/Report writing	High	Significant	Moderate	Basic	Not even reaching marginal levels
3. In collaboration with other classmates, deliver an e-Marketing plan presentation for an existing product	Application of theories/Creativity/Strategic use of e-marketing channels/ Appropriate details /Presentation skills and materials	High	Significant	Moderate	Basic	Not even reaching marginal levels

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

E-marketing, digital media, online marketing and communication, search engine marketing, e-business, Internet, web technology, new media, traffic building, e-planning, marketing optimization, e-mail marketing, user's experience, innovative web design, creativity.

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

Nil

2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

1.	Raymond Frost, Alexa Fox, Judy Strauss. <i>E-Marketing</i> (8th ed.). Routledge.
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