City University of Hong Kong
Course Syllabus

offered by College of Business
with effect from Semester A 2022/23

Part I   Course Overview

Course Title:	e-Commerce and Digital Marketing
Course Code:	FB5632C
Course Duration:	One Semester
Credit Units:	3 for FB5632C
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

The aim of this course is to provide students with the ability to:
- Evaluate the role of e-commerce and digital marketing components in current marketing frameworks
- Apply e-commerce and digital marketing processes in traditional business environments
- Develop and evaluate innovative e-commerce and digital marketing strategies
- Apply e-commerce and digital marketing concepts to enhance customer satisfaction

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.	Evaluate e-commerce business models		✓		
2.	Identify and assess digital marketing tools and techniques		✓		
3.	Analyze customer experiences in the digital world			✓	
4.	Formulate and implement digital marketing strategies				✓
5.	Plan and manage digital marketing campaigns and online marketing communication				✓
		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. 1	2	3	4	5		Hours/week (if applicable)
1. Lectures	Various concepts and illustrations of e-commerce and digital marketing will be explained through lectures.	✓	✓	✓	✓	✓		
2. In-class Activities	Various activities allow students to apply the concepts covered in class. Discussion questions relevant to lecture topics will be asked to encourage sharing of ideas and collaborative learning.	✓	✓	✓	✓	✓		
3. Group Projects	Student teams are required to work on relevant topics as assigned by the lecturer.	✓	✓	✓	✓	✓		

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	4	5			
Continuous Assessment: 100%								
1. Individual Participation and Class Discussions	✓	✓	✓	✓	✓		20%	
2. In-class Exercises and Individual Report	✓	✓	✓	✓	✓		30%	
3. Group Research Project	✓	✓	✓	✓	✓		25%	
4. Group Consulting Project	✓	✓	✓	✓	✓		25%	
Examination: 0% (duration: hours, if applicable)								
							100%	

AT1: Individual Participation and Class Discussions (20%)

Students' contribution, as measured by quality and frequency, will significantly influence their participation grade. In the spirit of online communications, students' contributions to class discussions as well as online contributions (such as postings on the course discussion board or on the course site) count toward earning participation points.

AT2: In-class Exercises and Individual Report (30%)

A variety of in-class exercises will be used to stimulate creative thinking and facilitate the application of key concepts to the real world. These may include small-group exercises, mini-cases, role-playing games, short presentations, etc.

An individual report is used to assess students' competence in applying the theories and concepts covered.

AT3: Group Research Project (25%)

Students in small groups will research about an emerging topic in e-commerce or digital marketing. The group will communicate their findings through a written report as well as an in-class presentation.

AT4: Group Consulting Project (25%)

Students will be required to undertake an extensive team project in which they design a digital marketing strategy & plan for a **real company** (preferably **a local company**).

The major goal of the project is to synthesize concepts and tools learned in this course and apply them to the marketing of a real business online. Students will go through the process of gathering information, analyzing opportunities, evaluating business models, and designing digital marketing campaigns.

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

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

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B)	Marginal (B-, C+, C)	Failure (F)
Individual Participation and Class Discussions	Online and offline communications	• Strong evidence of familiarity with key concepts and definitions. • Demonstrate strong ability to clearly and correctly describe most critical points and make important contributions to the assigned questions or problems. • High participation and excellent presentation skills.	• Good evidence of familiarity with key concepts and definitions. • Demonstrate significant ability to clearly and correctly describe critical points and make important contributions to the assigned questions or problems. • Active participation and fine presentation skills.	• Sufficient evidence of familiarity with key concepts and definitions. • Demonstrate moderate ability to describe critical points and make contributions to the assigned questions or problems. • Sufficient participation and presentation skills.	• Limited evidence of showing with key concepts and definitions. • Demonstrate limited ability to state critical points; make few contributions to the assigned questions or problems. • Limited participation and presentation skills.
In-class Exercises and Individual Report	Students' competence in applying the theories and concepts covered in the e-channels development	• Show excellent command of the concepts and theories covered in the lectures. • Exhibit superior ability to apply e-commerce and digital marketing principles in real-life situations. • Particularly enthusiastic at voicing out ideas and giving insightful comments.	• Show good command of the concepts and theories covered in the lectures. • Exhibit strong ability to apply e-commerce and digital marketing principles in real-life situations. • Keen to answer questions and give constructive ideas.	• Show acceptable command of the concepts and theories covered in the lectures. • Exhibit adequate ability to apply e-commerce and digital marketing principles in real-life situations. • Answer questions when prompted.	• Show poor command of concepts and theories covered in the lectures. • Exhibit limited ability to apply e-commerce and digital marketing principles in real-life situations. • Not even reaching marginal levels.
Group Research Project	Present research report on the chosen topic and present findings	• Excellent ability to effectively present and communicate findings in oral and written formats. • Excellent coverage of content and demonstrate excellent	• Good ability to effectively present and communicate findings in oral and written formats. • Good coverage of materials and content and demonstrate good	• Moderate ability to present and communicate findings in oral and written formats. • Fair coverage of materials and content and demonstrate good	• Not even reaching marginal levels. • Limited coverage of materials and content and poor time management skills. • Provide poor answers to questions raised during

		time management skills. ・ Provide quality answers to questions raised in the presentation Q&A session.	time management skills. ・ Provide good answers to questions raised during the presentation Q&A session.	time management skills. ・ Provide acceptable answers to questions raised during the presentation Q&A session.	the presentation Q&A session.
Group Consulting Project	Synthesize concepts and tools learned from this course	・ Excellent ability to effectively present and communicate findings in oral and written formats. ・ Excellent coverage of content and demonstrate excellent time management skills. ・ Provide quality answers to questions raised in the presentation Q&A session.	・ Good ability to effectively present and communicate findings in oral and written formats. ・ Good coverage of materials and content and demonstrate good time management skills. ・ Provide good answers to questions raised during the presentation Q&A session.	・ Moderate ability to present and communicate findings in oral and written formats. ・ Fair coverage of materials and content and demonstrate good time management skills. ・ Provide acceptable answers to questions raised during the presentation Q&A session.	・ Not even reaching marginal levels. ・ Limited coverage of materials and content and poor time management skills. ・ Provide poor answers to questions raised during the presentation Q&A session.

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)
Individual Participation and Class Discussions	Online and offline communications	· Strong evidence of familiarity with key concepts and definitions. · Demonstrate strong ability to clearly and correctly describe most critical points and make important contributions to the assigned questions or problems. · High participation and excellent presentation skills.	· Good evidence of familiarity with key concepts and definitions. · Demonstrate significant ability to clearly and correctly describe critical points and make important contributions to the assigned questions or problems. · Active participation and fine presentation skills.	· Sufficient evidence of familiarity with key concepts and definitions. · Demonstrate moderate ability to describe critical points and make contributions to the assigned questions or problems. · Sufficient participation and presentation skills.	· Some evidence of familiarity with key concepts and definitions. · Demonstrate basic ability to state critical points and make some contributions to the assigned questions or problems. · Some participation and presentation skills.	· Limited evidence of showing with key concepts and definitions. · Demonstrate limited ability to state critical points; make few contributions to the assigned questions or problems. · Limited participation and presentation skills.
In-class Exercises and Individual Report	Students' competence in applying the theories and concepts covered in the e-channels development	· Show excellent command of the concepts and theories covered in the lectures. · Exhibit superior ability to apply e-commerce and digital marketing principles in real-life situations. · Particularly enthusiastic at voicing out ideas and giving insightful comments.	· Show good command of the concepts and theories covered in the lectures. · Exhibit strong ability to apply e-commerce and digital marketing principles in real-life situations. · Keen to answer questions and give constructive ideas.	· Show acceptable command of the concepts and theories covered in the lectures. · Exhibit adequate ability to apply e-commerce and digital marketing principles in real-life situations. · Answer questions when prompted.	· Show marginal command of concepts and theories covered in the lectures. · Exhibit marginal ability to apply e-commerce and digital marketing principles in real-life situations. · Passive in in-class exercises.	· Show poor command of concepts and theories covered in the lectures. · Exhibit limited ability to apply e-commerce and digital marketing principles in real-life situations. · Not even reaching marginal levels.

Group Research Project	Present research report on the chosen topic and present findings	· Excellent ability to effectively present and communicate findings in oral and written formats. · Excellent coverage of content and demonstrate excellent time management skills. · Provide quality answers to questions raised in the presentation Q&A session.	· Good ability to effectively present and communicate findings in oral and written formats. · Good coverage of materials and content and demonstrate good time management skills. · Provide good answers to questions raised during the presentation Q&A session.	· Moderate ability to present and communicate findings in oral and written formats. · Fair coverage of materials and content and demonstrate good time management skills. · Provide acceptable answers to questions raised during the presentation Q&A session.	· Marginal ability to present and communicate findings in oral and written formats (with major areas need improvement). · Marginal coverage of materials and contents and poor time management skills. · Provide fair answers to questions raised during the presentation Q&A session.	· Not even reaching marginal levels. · Limited coverage of materials and content and poor time management skills. · Provide poor answers to questions raised during the presentation Q&A session.
Group Consulting Project	Synthesize concepts and tools learned from this course	· Excellent ability to effectively present and communicate findings in oral and written formats. · Excellent coverage of content and demonstrate excellent time management skills. · Provide quality answers to questions raised in the presentation Q&A session.	· Good ability to effectively present and communicate findings in oral and written formats. · Good coverage of materials and content and demonstrate good time management skills. · Provide good answers to questions raised during the presentation Q&A session.	· Moderate ability to present and communicate findings in oral and written formats. · Fair coverage of materials and content and demonstrate good time management skills. · Provide acceptable answers to questions raised during the presentation Q&A session.	· Marginal ability to present and communicate findings in oral and written formats (with major areas need improvement). · Marginal coverage of materials and contents and poor time management skills. · Provide fair answers to questions raised during the presentation Q&A session.	· Not even reaching marginal levels. · Limited coverage of materials and content and poor time management skills. · Provide poor answers to questions raised during the presentation Q&A session.

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-commerce business models; digital media channels and digital media assets; digital marketing environment—consumers, competitors, suppliers; digital marketing strategy; digital media, technology, and the marketing mix; online customer experience delivery—website design and testing; digital media campaign planning; digital marketing communications—SEO, affiliate marketing, display ads, email marketing, social media marketing, mobile marketing; reputation and reviews; performance management

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.)

1.	Nil

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

1.	Dave Chaffey and Fiona Ellis-Chadwick, Digital Marketing, 6/e, Boston, MA: Pearson, 2006.