<p style="text-align:center">City University of Hong Kong
Course Syllabus</p>

<p style="text-align:center">offered by Department of Marketing
with effect from Semester A 2024/25</p>

Part I   Course Overview

Course Title: Digital Marketing

Course Code: MKT5644

Course Duration: Intensive Teaching Mode / 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 with advanced 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.

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.	Describe the background, current and future potential of digital marketing, e-business models, digital marketing process, and different types of digital marketing strategies, contemporary strategic digital marketing issues.		✓		
2.	Analyze the digital marketing environment and opportunity, online consumer behaviours, information collected from Internet sources, unique aspects of digital marketing development and opportunity.			✓	
3.	Explain the critical impact of Internet and how it changes the traditional marketing in the aspects of segmentation, targeting, differentiation, positioning, product, price, distribution, integrated marketing communication and customer relationship management.			✓	
4.	Apply the concepts and strategies covered in the course to make digital marketing management decisions and design digital marketing plan for a real company.				✓
5.	Collaborate with other classmates productively in the group work; communicate and present information effectively.			✓	
		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 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.

3. Learning and Teaching Activities (LTAs)
(LTAs designed to facilitate students' achievement of the CILOs.)

LTA	Brief Description	1	2	3	4	5	Hours/week (if applicable)
		CILO No.					
Lectures	Students will engage in learning various concepts of digital marketing through a mix of lectures, videos and case study examples.	✓	✓	✓	✓		
Discussion and in-class activities	Students will participate in relevant discussion activities to encourage ideas sharing. Students will report observations and analysis on emerging digital marketing phenomenon that are relevant to the lecture topics in the form of short oral presentations in each class.	✓	✓	✓	✓	✓	
Case studies	Students will work on cases on digital marketing practices in different industries to facilitate their understanding of digital marketing theories and e-business models and the application in different industries. Students will form small groups to analyse the cases and make a group case presentation one selected case.	✓	✓	✓	✓	✓	

4. Assessment Tasks/Activities (ATs)
(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	1	2	3	4	5		Weighting	Remarks
Continuous Assessment: 100%								
Individual Tasks	✓	✓	✓	✓	✓		40%	
Group Case Analysis	✓	✓	✓	✓	✓		20%	
Group project	✓	✓	✓	✓	✓		40%	
Examination: 0% (duration: --- , if applicable)								
							100%	

Regulation of the course

Students need to meet the attendance requirement of the Dept. of Marketing for the completion of the course.

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

Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Individual Tasks	1.1. CAPACITY for a grasp of the topics covered in the lectures.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	1.2. CAPACITY TO ANALYZE AND SYNTHESIZE the digital marketing concepts and strategies in real-life situations.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	1.3. ABILITY TO REFLECT AND SHARE ideas and provide insightful comments that are relevant to the lecture topic.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	1.4. ABILITY TO SHARE unique observations and provide constructive suggestions during group presentations.	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Group Case Analysis	2.1. ABILITY TO PRESENT AND COMMUNICATE digital marketing problems and solutions effectively and excellently in oral and electronic format.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	2.2. ABILITY TO ANALYZE the digital marketing related issues.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	2.3. ABILITY TO MAKE COMMENTS AND RECOMMENDATIONS to the company in the selected case.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	2.4. ABILITY TO PROVIDE QUALITY ANSWERS to questions raised in the presentation Q & A session.	High	Significant	Moderate	Basic	Not even reaching marginal levels
3. Group project	3.1. ABILITY TO DEMONSTRATE EXTENSIVE KNOWLEDGE about most aspects of digital marketing.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	3.2. 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.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	3.3. ABILITY TO SELECT appropriate e-business models, AND creatively COMBINE different digital marketing strategies.	High	Significant	Moderate	Basic	Not even reaching marginal levels

	3.4. ABILITY TO PROVIDE effective and creative solutions for project company.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	3.5. ABILITY TO PRESENT the project findings in both written report and oral presentation with good language and organization skills.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	3.6. ABILITY TO COLLABORATE with other group members, and make significant contribution to the group project.	High	Significant	Moderate	Basic	Not even reaching marginal levels

Applicable to students admitted from Semester A 2022/23 to Summer Term 2024

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B)	Marginal (B-, C+, C)	Failure (F)
1. Individual Tasks	1.1. CAPACITY for a grasp of the topics covered in the lectures.	High	Moderate	Basic	Not even reaching marginal levels
	1.2. CAPACITY TO ANALYZE AND SYNTHESIZE the digital marketing concepts and strategies in real-life situations.	High	Moderate	Basic	Not even reaching marginal levels
	1.3. ABILITY TO REFLECT AND SHARE ideas and provide insightful comments that are relevant to the lecture topic.	High	Moderate	Basic	Not even reaching marginal levels
	1.4. ABILITY TO SHARE unique observations and provide constructive suggestions during group presentations.	High	Moderate	Basic	Not even reaching marginal levels
2. Group Case Analysis	2.1. ABILITY TO PRESENT AND COMMUNICATE digital marketing problems and solutions effectively and excellently in oral and electronic format.	High	Moderate	Basic	Not even reaching marginal levels
	2.2. ABILITY TO ANALYZE the digital marketing related issues.	High	Moderate	Basic	Not even reaching marginal levels
	2.3. ABILITY TO MAKE COMMENTS AND RECOMMENDATIONS to the company in the selected case.	High	Moderate	Basic	Not even reaching marginal levels
	2.4. ABILITY TO PROVIDE QUALITY ANSWERS to questions raised in the presentation Q & A session.	High	Moderate	Basic	Not even reaching marginal levels
3. Group project	3.1. ABILITY TO DEMONSTRATE EXTENSIVE KNOWLEDGE about most aspects of digital marketing.	High	Moderate	Basic	Not even reaching marginal levels
	3.2. 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.	High	Moderate	Basic	Not even reaching marginal levels
	3.3. ABILITY TO SELECT appropriate e-business models, AND creatively COMBINE different digital marketing strategies.	High	Moderate	Basic	Not even reaching marginal levels
	3.4. ABILITY TO PROVIDE effective and creative solutions for project company.	High	Moderate	Basic	Not even reaching marginal levels
	3.5. ABILITY TO PRESENT the project findings in both written report and oral presentation with good language and organization skills.	High	Moderate	Basic	Not even reaching marginal levels
	3.6. ABILITY TO COLLABORATE with other group members, and make significant contribution to the group project.	High	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.)

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

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.	Strauss, Judy, and Raymond Frost (2014), e-*Marketing*, 7th edition. N.J.: Pearson Prentice Hall

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

1.	Chaffey, Dave, and PR Smith (2017), Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing, 5th edition. Taylor & Francis Ltd
2.	Chaffey, Dave (2014), D*igital Business and E-Commerce Management*, 6th edition, Pearson Prentice Hall.
3.	Chaffey, Dave, Fiona Ellis-Chadwick, (2012) *Digital Marketing: Strategy, Implementation and Practice*, 5th edition**,** Pearson Prentice Hall.
4.	Jelassi, Tawfik and Albrecht Enders (2008), *Strategies for E-Business: Creating Value through Electronic and Mobile Commerce*, 2nd edition, Prentice Hall.
5.	Laudon, Kenneth C. and Carol Guercio Traver (2012), *E-commerce: Business, Technology, Society*, 8th edition, Pearson Prentice Hall.
6.	Shah, Rawn (2010), *Social Networking for Business: Choosing the Right Tools and Resources to Fit Your Needs*. Upper Saddle River, N.J.: Wharton School Publishing.
7.	Tasner, Michael Scott (2010), *Marketing in the Moment: The Practical Guide to Using Web 3.0 Marketing to Reach Your Customers*, Upper Saddle River, N.J. : FT Press.