

IS4246: DIGITAL MARKETING AND CUSTOMER RELATIONSHIP MANAGEMENT

Effective Term

Semester B 2023/24

Part I Course Overview

Course Title

Digital Marketing and Customer Relationship Management

Subject Code

IS - Information Systems

Course Number

4246

Academic Unit

Information Systems (IS)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to introduce the fundamental concepts and approaches of digital marketing and the relationship marketing using different approaches on various digital platforms; innovate and develop integrated marketing campaign for both online and offline channels; and explain how integrated marketing plans and loyalty programs are designed and measured.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Describe how digital marketing and various types of digital media are used to enhance the marketing strategies of business organisations.	20	x		
2	Explain the impact of the Internet and the benefits of database technology to traditional marketing.	20	x	x	
3	Apply digital marketing knowledge and digital analytics to design and evaluate integrated marketing plans.	25		x	
4	Demonstrate creative problem solving skills in formulating strategies for digital marketing and customer relationship management in business environments.	25		x	x
5	Exercise good communication and interpersonal skills in proposing and presenting appropriate implementation strategies for customer relationship management systems.	10		x	

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.

Teaching and Learning Activities (TLAs)

TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	TLA1.Presentation	Concepts and applications of digital marketing and customer relationship management are explained by instructor.	1, 2 Seminar:3 hours/week

2	TLA2.Case Studies	The specific digital marketing strategies and customer relationship management applications to achieve higher competitive advantages in real-world organizations are discussed and presented to the students.	1, 2, 3, 4, 5	
3	TLA3.Application Demonstrations and Practices	Application demonstrations and practical exercises to highlight the operational characteristics of marketing communication using digital media channels. Students will be able to apply and evaluate various contemporary digital marketing tools and applications.	1, 2, 3, 4, 5	
4	TLA4.Practical	Developing the hands-on skills for running digital marketing campaigns across various digital media channels and traditional channels.	2, 3, 4	
5	TLA5.Exercises and Seminars	It is a means of self-reflection and sharing concepts, techniques, and methods for testing students understanding on digital marketing and relationship management strategies.	1, 2, 3, 4, 5	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	AT1.In-class Exercises, Quizzes, Class Discussion and ParticipationTutorials consist of exercises, quizzes, small group discussions, self-reflection, or student presentations and participations to assess students' understanding of the chosen topics and their abilities to apply their skills.	1, 2, 3, 4, 5	20	

2	AT2.Group ProjectThe group project requires students to apply digital marketing strategy and techniques across various communication channels to achieve business goals of selected businesses.	1, 2, 3, 4, 5	30	
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Continuous Assessment (%)

50

Examination (%)

50

Examination Duration (Hours)

2

Assessment Rubrics (AR)**Assessment Task**

AT1.In-class Exercises, Quizzes, Class Discussion and Participation

Criterion

Ability to accurately describe all key digital marketing concepts on various communication media, and effectively compare and discriminate among the key concepts

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

AT1.In-class Exercises, Quizzes, Class Discussion and Participation

Criterion

Ability to accurately explain all the impact of the Internet and database technology to traditional marketing and how digital marketing application can effectively help business doing marketing and keep good customer relationship

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

AT1.In-class Exercises, Quizzes, Class Discussion and Participation

Criterion

Capability to apply digital marketing knowledge applications to design an effective and efficient business marketing plan
Demonstrates a cogent ability to apply digital marketing knowledge and CRM applications to design an effective and efficient marketing plan

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

AT1.In-class Exercises, Quizzes, Class Discussion and Participation

Criterion

Capability to creatively and effectively formulate digital marketing implementation strategies and digital analytics with respect to specific contexts

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

AT1. In-class Exercises, Quizzes, Class Discussion and Participation

Criterion

Ability to demonstrate a cogent ability to integrate communication skills so that ideas are communicated in the most cost-effective way

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

AT2. Group Project

Criterion

Ability to accurately describe all key digital marketing concepts on various communication media, and effectively compare and discriminate among the key concepts

Excellent (A+, A, A-)

High

Good (B+, B, B-)

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Assessment Task

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Criterion

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Moderate

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Basic

Failure (F)

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Assessment Task

AT3.Examination

Criterion

Ability to accurately describe all key digital marketing concepts on various communication media, and effectively compare and discriminate among the key concepts

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

AT3.Examination

Criterion

Ability to accurately explain all the impact of the Internet and database technology to traditional marketing and how digital marketing application can effectively help business doing marketing and keep good customer relationship

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

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Failure (F)

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Assessment Task

AT3.Examination

Criterion

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Assessment Task

AT3.Examination

Criterion

Capability to creatively and effectively formulate digital marketing implementation strategies and digital analytics with respect to specific contexts

Excellent (A+, A, A-)

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Part III Other Information**Keyword Syllabus**

Digital marketing; Digital marketing campaign architecture; Digital marketing campaign configuration; Search engine optimization; Search engine marketing; Web analytics; Digital analytics; Marketing intelligence and analytics; Customer relationship management; Customer lifecycle value measurements.

Reading List**Compulsory Readings**

Title	
1	Dave Chaffey, Fiona Ellis-Chadwick, Digital Marketing: Strategy, Implementation and Practice, 8/e, Pearson, 2022. ISBN (print copy): 9781292400969 · ISBN (eBook): 9781292400990.

Additional Readings

Title	
1	David Meerman Scott, The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Application, Blogs, New Releases, and Viral Marketing to Reach Buyers Directly, 6e, Wiley 2017, ISBN: 978-1119362418.
2	Brian Halligan, Dharmesh Shah, Inbound Marketing, Revised and Updated: Attract, Engage, and Delight Customers Online, 2e, Wiley 2014, ISBN: 978-1118896655.
3	Steve Jackson, Cult of Analytics: Data Analytics for Marketing, 2/e, Routledge, 2016. ISBN: 978-1138837997.
4	Avinash Kaushik, Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity, Sybex, ISBN: 978-0470529393.
5	Feras Alhlou, Shiraz Asif, and Eric Fettman, Google Analytics Breakthrough: From Zero to Business Impact, 1/e, Wiley 2016.