

MKT360 Internet & Social Media Marketing

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

Synopsis:

The Internet, Social Media, and other dynamic networks provide organizations with a new set of digital platforms and tools for enhancing marketing effectiveness and efficiency. Through a combination of readings, discussion, presentations, and hands-on projects, MKT360 Internet and Social Media Marketing aims to help students understand the exciting strategic potential gains from employing these technologies to the formulation and execution of integrated digital marketing strategies.

Topics:

- Introduction to digital and social media marketing
- Digital marketing: Define and establish online presence
- Digital marketing: Convey and promote online presence
- Digital marketing: Connect and convert consumers
- Digital marketing: Measure and refine IDM strategy
- Trends and challenges in digital marketing

Textbooks:

: Digital Marketing: Integrating Strategy and Tactics with Values. A Guidebook for Executives, Managers, and Students Pearson
ISBN-13: 9780415716758-AA

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Learning Outcome:

- Examine what makes social media marketing distinct from other marketing channels
- Discuss how companies are responding to the rapidly evolving digital world of user generated content, online communities and other new forms of digital communications.
- Employ the social media marketing planning cycle to devise social media marketing strategies, using the best-fit social media platforms.
- Appraise the best practices in social media marketing employed by leading marketers.
- Discuss how to drive traffic and influence to a brand's social media channel.
- Examine which social media monitoring tools are relevant to a marketing initiative and why.
- Discuss how brands can hedge against a social media crisis with the right crisis management plan
- Evaluate the important social media trends of today and how social media is evolving, especially in relation to the emergence of mobile technology.
- Apply digital and social media marketing principles to real and hypothetical situations.
- Synthesis information and apply them to real or hypothetical situations.
- Demonstrate course competence through discussions.
- Demonstrate the essential knowledge and interpersonal skills to work effectively in a team.
- Demonstrate well-developed written proficiency.
- Demonstrate proficiency on popular social media channels.

Assessment Strategies:

Continuous Assessment Component	Weightage (%)
PRE-COURSE QUIZ	2
PRE-CLASS QUIZ	2
PRE-CLASS QUIZ	2
PARTICIPATION	6
GROUP BASED ASSIGNMENT	38
Sub-Total	50

Examinable Component	Weightage (%)
Written Exam	50
Sub-Total	50

Weightage Total **100**