

# **MKT498 Selected Topics on Digital Transformation**

**Level:** 4

**Credit Units:** 10 Credit Units

**Language:** ENGLISH

**Presentation Pattern:**

## **Synopsis:**

MKT498 Selected Topics on Digital Transformation deals with current issues that the marketing profession is facing, as well as developments in the digitisation of businesses. The course covers several increasingly important new areas such as the Internet of things, social media, platform strategy, sharing economy, marketing analytics and many other forces of disruption and innovation that shape today's realities of the world. These digital transformations are taking place at an exponential rate. The speed of innovations and breakthroughs is disrupting marketing. A better understanding of the changing environment can enable marketing professionals to recognize realities, embrace changes and create new opportunities.

This course introduces the new technology trends and challenges that businesses today face. It focuses on using the innovations on digital platforms to design successful marketing strategy for businesses. It also covers how using marketing analytics can grow one's business – locally and globally – in this inevitable digital age.

## **Topics:**

- Fourth industrial revolution
- Internet of Things (IoT)
- Platform strategy
- Crowd-sourcing
- Digital marketing
- Digital inclusion
- E-commerce/new retail
- Marketing analytics
- The FinTech eco-system
- The impact of Blockchain technology
- Financial inclusion
- Technology-enabled business model innovations

## **Textbooks:**

: Digital Marketing Excellence 5 Routledge  
ISBN-13: 9781317276722

: Digital Marketing Excellence 5 Routledge  
ISBN-13: 9781317276722-AA

**Learning Outcome:**

- Examine the impact of the Fourth industrial revolution on businesses
- Critique the impact of the Internet of Things on business practices
- Appraise how e-commerce businesses outcompete traditional companies
- Identify opportunities and leverage on the sharing economy
- Evaluate the importance of marketing analytics and its application in businesses
- Assess the impact of FinTech and blockchain technology on marketing
- Formulate marketing strategies on the digital platforms
- Develop the essential knowledge and interpersonal skills to work effectively in a team.
- Demonstrate written proficiency.
- Develop the strategic options for the traditional firms being disrupted

<b>Continuous Assessment Component</b>	<b>Weightage (%)</b>
PRE-COURSE QUIZ	1
PRE-COURSE QUIZ	1
PRE-COURSE QUIZ	1
PRE-COURSE QUIZ	1
PRE-COURSE QUIZ	1
PRE-COURSE QUIZ	1
PARTICIPATION	10
GROUP BASED ASSIGNMENT	20
TUTOR-MARKED ASSIGNMENT	14
<b>Sub-Total</b>	<b>50</b>

<b>Examinable Component</b>	<b>Weightage (%)</b>
ECA-REPORT	32.50
ECA-VIDEO	12.50
ECA-POWERPOINT	5
<b>Sub-Total</b>	<b>50</b>

**Weightage Total** **100**