

City University of Hong Kong

**Information on a Course
offered by Department of Media & Communication
with effect from Semester A in 2012/2013**

Part I

Course Title:	Digital Media for E-Marketing
Course Code:	COM5505
Course Duration:	One Semester
Credit Units:	3
Medium of Instruction:	English
Level:	P5
Pre-requisites:	Nil
Pre-cursors:	Nil
Equivalent Courses:	Nil
Exclusive Courses:	Nil

Part II

Course Aims:

This course aims to provide students an innovative overview of e-marketing with an emphasis on using creative digital media. It generates students working knowledge and skills via the innovative process of e-marketing from planning, creation, execution, to evaluation and the usage of various digital media in e-marketing.

Course Intended Learning Outcomes (CILOs)

Upon successful completion of this course, students should be able to:

No.	CILOs	Weighting (if applicable)
1.	Design and construct a customer-centric innovative e-marketing project	30%
2.	Implement the concepts and execute their e-marketing communication competency through the digital media and technology	30%
3.	analyze and discover the creative business marketing model via evaluating the practice of e-marketing in business organizations	40%

Teaching and Learning Activities (TLAs)

(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)

CILO No	TLAs	Hours/week (if applicable)
1	<i>Discover e-marketing concepts and generate creative e-marketing project.</i>	1/ 11 weeks
2	<i>Design and produce e-marketing project with various innovative digital media</i>	1/ 8 weeks
2	<i>Execute various innovative digital media in e-marketing project</i>	1/ 8 weeks
3	<i>Analyze, compare and criticize real cases on e-marketing projects</i>	2/ 4 weeks

Assessment Tasks/Activities

(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)

CILO No	Type of assessment tasks/activities	Weighting (if applicable)	Remarks
1, 2, 3	Class Participation	10%	---
1, 2	<i>Generate and present a creative project plan and e-marketing project</i>	40%	---
2	<i>Class assignments and home assignments</i>	15%	
3	<i>Create and present analysis report on creative real e-marketing campaign</i>	35%	

Grading of Student Achievement: Refer to Grading of Courses in the Academic Regulations for Taught Postgraduate Degrees.

Grading pattern: Standard (A+, A, A-....F). The overall grade is based on student's overall performance in all assessment tasks/activities considered together. The meanings of the overall letter grades will be in line with those listed in the Academic Regulations.

More specific grading criteria for selected assessment tasks/activities are as follows:

Courses are graded according to the following schedule:

Letter Grade	Grade Point	Grade Definitions	
A+ A A-	4.3 4.0 3.7	Excellent:	Strong evidence of creative thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.
B+ B B-	3.3 3.0 2.7	Good:	Evidence of grasp of subject, some evidence of critical creativity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature.
C+ C C-	2.3 2.0 1.7	Adequate:	Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.
D	1.0	Marginal:	Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.
F	0.0	Failure:	Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited or irrelevant use of literature.
P		Pass:	"Pass" in a pass-fail course. Courses to be graded on a pass-fail basis for a programme are specifically identified under the programme in the course catalogue.

Part III

Keyword Syllabus:

E-marketing, digital media, online marketing and communication, search engine marketing, e-business, Internet, web technology, new media, traffic building, e-planning, marketing optimization, e-mail marketing, user's experience, innovative web design, creativity.

Recommended Reading:

Text(s)

Strauss, J., El-Ansary, A. & Frost, R. (2006). *E-Marketing* (4th ed.). Prentice Hall.