

COM5505: DIGITAL MEDIA FOR E-MARKETING

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Digital Media for E-Marketing

Subject Code

COM - Media and Communication

Course Number

5505

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

P5, P6 - Postgraduate 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 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)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Design and construct a customer-centric innovative e-marketing project	30	x	x	x
2	Implement the concepts and execute their e-marketing communication competency through the digital media and technology	30	x	x	x
3	Analyze and discover the creative business marketing model via evaluating the practice of e-marketing in business organizations	40	x	x	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.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Discover e-marketing concepts and generate creative e-marketing project.	1	1/ 11 weeks
2	Project	Design and produce e-marketing project with various innovative digital media	2	1/ 8 weeks
3	Project	Execute various innovative digital media in e-marketing project	2	1/ 8 weeks
4	Case Study	Analyze, compare and criticize real cases on e-marketing projects	3	2 / 4 weeks

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Class Participation	1, 2, 3	10	
2	Prepare a written e-Marketing plan for a designated product	1, 2, 3	40	
3	In collaboration with other classmates, deliver an e-Marketing plan presentation for an existing product	1, 2, 3	50	

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

Class Participation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Level of participation

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

Prepare a written e-Marketing plan for a designated product (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Application of theories/ Creativity/Strategic use of e-marketing channels/Appropriate details/Report writing

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

In collaboration with other classmates, deliver an e-Marketing plan presentation for an existing product (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Application of theories/Creativity/Strategic use of e-marketing channels/ Appropriate details /Presentation skills and materials

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

Class Participation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Level of participation

Excellent

(A+, A, A-) Highly active, constructive, and meaningful participation in and contribution to in-class activities and group projects

Good

(B+, B) Adequate participation in and contribution to in-class activities and group projects

Marginal

(B-, C+, C) Moderate participation in and contribution to in-class activities and group projects

Failure

(F) No or destructive participation and contribution to in-class activities and group projects

Assessment Task

Prepare a written e-Marketing plan for a designated product (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Application of theories/ Creativity/Strategic use of e-marketing channels/Appropriate details/Report writing

Excellent

(A+, A, A-) Strong evidence of ability in Application of theories/ Creativity/Strategic use of e-marketing channels/Appropriate details/Report writing

Good

(B+, B) Adequate evidence of ability in Application of theories/ Creativity/Strategic use of e-marketing channels/Appropriate details/Report writing

Marginal

(B-, C+, C) Some evidence of ability in Application of theories/ Creativity/Strategic use of e-marketing channels/Appropriate details/Report writing

Failure

(F) Fail to show ability in Application of theories/ Creativity/Strategic use of e-marketing channels/Appropriate details/Report writing

Assessment Task

In collaboration with other classmates, deliver an e-Marketing plan presentation for an existing product (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Application of theories/Creativity/Strategic use of e-marketing channels/ Appropriate details /Presentation skills and materials

Excellent

(A+, A, A-) Strong evidence of ability in Application of theories/ Creativity/Strategic use of e-marketing channels/Appropriate details/ Presentation skills and materials

Good

(B+, B) Adequate evidence of ability in Application of theories/ Creativity/Strategic use of e-marketing channels/Appropriate details/ Presentation skills and materials

Marginal

(B-, C+, C) Some evidence of ability in Application of theories/ Creativity/Strategic use of e-marketing channels/Appropriate details/ Presentation skills and materials

Failure

(F) Fail to show ability in Application of theories/ Creativity/Strategic use of e-marketing channels/Appropriate details/ Presentation skills and materials

Part III Other Information

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.

Reading List

Compulsory Readings

Title	
1	Nil

Additional Readings

Title	
1	Raymond Frost, Alexa Fox, Judy Strauss. E-Marketing (8th ed.). Routledge.