

Enquire Teaching Timetable

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Course Outcome

MKTG 4080 - Digital Marketing

Learning Outcome

1. understand how the information revolution has fundamentally changed the world and the new marketing and business environment that we are facing,
2. appreciate the power of internet as a fast growing and engaging communication platform,
3. understand the basic skills of deploying internet in an effective manner.

Course Syllabus

1. Introduction
2. HK 2010 AdSpend Projection
3. Website Development
4. Business Models & Key Measurement Metrics
5. On-line vs Off-line Advertising
6. Online Branding and Traffic Building
7. Evolution and Effectiveness of Display Ad
8. Social Media Marketing
9. Search Engine Marketing
10. E-Commerce

Assessment Type

	Assessment Type	Current Percent
1	Essay test or exam	60
2	Presentation	10
3	Project	30

Feedback for Evaluation

1. Course Teaching Evaluation (CTE) will be done at the end of the course.
2. Collect information and feedback from students.
3. Assess the achievement of learning goals by reviewing external examiner reports.

Required Readings

1. Internet Marketing & e-Commerce
Ward Hanson/Kirithi Kalyanam, Thomson South-Western

Recommended Readings