

**APPROVED**

## WM6009: Introduction to eMarketing

### Course Details

Course Code:	WM6009
Course Title:	Introduction to eMarketing <b>APPROVED</b>
Short Title:	
Course Level::	Level 6
Valid From::	2017/2018 Sem 3
Credits::	15
Owner:	Web Media
Assessment Method:	Achievement
Course Aim	The aim of the course is to introduce students to traditional marketing concepts and to enable them to expand on these concepts to develop a marketing strategy incorporating social media marketing, e-business and branding.

CLO	
On Completion of this course, the learner will be able to	
#	Learning Outcome Description
1	Apply the principles of traditional marketing and branding
2	Develop and implement an integrated marketing campaign
3	Market products effectively using digital marketing/social media tools/ebusiness
4	Discuss the ethical issues relating to marketing strategies.
Requisites	
No requisites	

No Examinations
No Other Controlled Assessments
<b>Uncontrolled Assessments</b>
<b>Assessment Type</b> Project (Individual)
<b>Assessment Type</b> Practical Project
<b>Assessment Type</b> Project (Individual)

Affiliated Entities			
Entity Code	Entity Title	Entity Version	Entity Type
BWM6000	Diploma in Web Media	1	Programme
BWM7000	Associate Degree in Web Media	1	Programme
BWM7000	Associate Degree in Web Media	2	Programme
BWM8000	Bachelor of Web Media	3	Programme
DSM6001	Diploma in Social Media Marketing	1	Programme
No Code Yet	Bachelor of Web Media (Updated)	1	Programme
TBC	To be deleted	1	Programme