

**APPROVED**

## **BU8104: Advanced Digital Marketing**

<b>Course Details</b>	
<b>Course Code:</b>	BU8104
<b>Course Title:</b>	Advanced Digital Marketing <b>APPROVED</b>
<b>Short Title:</b>	Advanced Digital Marketing
<b>Course Level::</b>	Level 8
<b>Valid From::</b>	2022/2023 Sem 3
<b>Credits::</b>	15
<b>Owner:</b>	Business
<b>Assessment Method:</b>	Achievement
<b>Course Aim</b>	This course will seek to develop digital marketing practitioners with the current skills and knowledge required to leverage marketing opportunities presented by the digital environment.

CLO	
<i>On Completion of this course, the learner will be able to</i>	
#	Learning Outcome Description
1	Develop and implement a digital marketing campaign for specified marketing objectives.
2	Analyse trends and developments in the digital arena and provide insight into their potential for marketing professionals.
3	Demonstrate an industry-level proficiency in the utilisation of contemporary professional digital marketing tools and applications
4	Implement and analyse appropriate digital analytics for a specified digital marketing campaign.
Requisites	
<ul style="list-style-type: none"> <li>Pre Requisite: 30 credits at Level 7 (or BPQF Level 6 or a combination thereof) from the Bachelor of Business: Marketing major including BU7102</li> </ul>	

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

<b>Affiliated Entities</b>			
<b>Entity Code</b>	<b>Entity Title</b>	<b>Entity Version</b>	<b>Entity Type</b>
DMK7012	Associate Degree in Digital and Social Media Marketing	1	Programme
BBS8010	Bachelor of Business: Marketing	3	Programme
BBS8010	Bachelor of Business: Marketing	4	Programme
BU8010	Bachelor of Business: Marketing V4	1	Programme
BU8012	Transitional Bachelor of Digital Marketing	1	Programme
DM6012	Diploma in Digital Marketing	1	Programme
DMK8012	Bachelor of Digital Marketing	1	Programme
DMK8014	Bachelor of Digital and Social Media Marketing	1	Programme
No Code Yet	Copy Of Digital Marketing	1	Programme