**APPROVED**

# WM7007: Web Marketing

| Course Details | |
|---|---|
| **Course Code:** | WM7007 |
| **Course Title:** | Web Marketing  APPROVED |
| **Short Title:** | |
| **Course Level::** | Level 7 |
| **Valid From::** | 2023/2024 Sem 1 |
| **Credits::** | 15 |
| **Owner:** | Web Media |
| **Assessment Method:** | Achievement |

| Course Aim | |
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| | The aim of this course is to extend students' knowledge of e-marketing and social media principles to enable them to develop competitive and informed marketing strategies for the digital world. |

| CILO | |
|---|---|
| On Completion of this course, the learner will be able to | |
| **#** | **Learning Outcome Description** |
| 1 | Implement e-marketing strategies in a given business context. |
| 2 | Critically analyse digital/social media marketing in a business context. |

| Requisites |
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| • Pre Requisite: WM6009 |

| No Examinations |
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| No Other Controlled Assessments |
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| **Uncontrolled Assessments** |
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| **Assessment Type**<br>Project (Individual) |
| **Assessment Type**<br>Project (Group) |
| **Assessment Type**<br>Project (Individual) |

## Affiliated Entities

| Entity Code | Entity Title | Entity Version | Entity Type |
| --- | --- | --- | --- |
| BWM7000 | Associate Degree in Web Media | 1 | Programme |
| BWM7000 | Associate Degree in Web Media | 2 | Programme |
| BWM8000 | Bachelor of 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 |