

APPROVED

WM6009: Introduction to eMarketing

| Course Details | |
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| Course Code: | WM6009 |
| Course Title: | Introduction to eMarketing APPROVED |
| 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 | |
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| 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 | |

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| No Examinations |
| No Other Controlled Assessments |
| Uncontrolled Assessments |
| Assessment Type Project (Individual) |
| Assessment Type Practical Project |
| Assessment Type 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 | 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 |