

APPROVED

BU8104: Advanced Digital Marketing

Course Details

Course Code:	BU8104		
Course Title:	Advanced Digital Marketing	APPROVED	
Short Title:	Advanced Digital Marketing		
Course Level::	Level 8		
Valid From::	2020/2021 Sem 1		
Credits::	15		
Owner:	Business		
Assessment Method:	Achievement		
Course Aim	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.		

CILO	
<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"> Pre Requisite: 30 credits at Level 7 (or BPQF Level 6 or a combination thereof) from the Bachelor of Business: Marketing major including BU7102 	

No Examinations
Other Controlled Assessments
Assessment Type Presentation
Uncontrolled Assessments
Assessment Type Portfolio
Assessment Type Project (Group)

Affiliated Entities			
Entity Code	Entity Title	Entity Version	Entity Type
DMK7012	Associate Degree in Digital and Social Media Marketing	1	Programme
BBS8010	Bachelor of Business: Marketing	3	Programme
DM6012	Diploma in Digital Marketing	1	Programme
DMK8012	Bachelor of Digital Marketing	1	Programme
No Code Yet	Copy Of Digital Marketing	1	Programme