

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	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	
Pre Requisite: WM6009	

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