



MKT 32513: Digital Marketing

Level: 3000

Number of Credits : 03

Course Description

Digital marketing is an umbrella term for marketing through the electronic media in conjunction with digital data. This course provides a comprehensive guide to the concepts, theories and techniques to support operating processes and management processes related to digital marketing.

Intended Learning Outcomes

At the end of the course, the student will be able to;

- Distinguish digital marketing from traditional marketing,
- Understand the models for developing digital marketing strategy,
- Discuss the approaches and techniques to implementing a digital marketing strategy
- Apply the concepts and techniques related to digital marketing to real world scenarios
- Develop a digital marketing plan

Teaching/Learning Methods

Lectures, Group discussions, Case studies

Methods of Assessment

In-course Assessments : 30%
End Semester Examination : 70%

Course Contents

1. Introduction to digital marketing
2. Digital marketing environment
3. Digital marketing strategy
4. Product-the online offer
5. Price-the online value
6. Place- the online distribution
7. Promotion-the online communications mix
8. Relationship marketing using digital platforms
9. Online customer experience
10. Business to Business digital marketing
11. International e-marketing

Recommended Readings

1. Strauss, J., & Frost, R. (2016). E-marketing (7th ed). Routledge.
2. Chaffey, D., & Fiona, E.C. (2016). Digital Marketing: Strategy, Implementation and Practice (6th ed.). Pearson Education.