

Module Synopses

PDC1 Digital Marketing Fundamentals

Module 1: Marketing Principles

Provides students with a broad overview of the marketing discipline with a better perspective of the marketing function and the marketing management process. Topics covered include the elements of the marketing mix, the marketing environment, market opportunity analysis, marketing information systems, target marketing and marketing management philosophies.

Module 2: Marketing Analytics

Students will learn how to measure, manage and analyze marketing performance to maximize its effectiveness and optimize return on investment. Topics covered include how to gather data from across all marketing channels, defining important KPIs to track and measure different marketing channels, how to obtain insights on customer preferences and trends, how to measure brand health and performance, understand regression analysis and evaluate and optimize marketing campaigns. Excel software will be used for analysis.

Module 3: Integrated Digital Marketing

Students will be introduced to Digital Marketing and learn how to apply digital marketing alongside marketing principles and analytics in an integrated manner. This module involves adopts an action-learning approach to enhance student knowledge and skills in digital marketing. It will connect theory and practice by applying knowledge and skills in digital marketing. The experience provides an introduction to the practice of their profession. Topics covered include how to develop strategic marketing plans, manage various digital marketing channels such as social media, evaluate return on investment for various marketing media, use Search Engine Optimization and web and advertising analytics to improve profitability and communicate effectively using various communication channels. Some basics of e-commerce will also be covered.

PDC2 Digital Communication

Module 4: Content Marketing Fundamentals

Introduces how content could be an important tool to create brand image and sell a product or service. This module teaches students to understand content from a business point of view, in turn harnessing it as a powerful digital marketing tool.

Module 5: Social Media Fundamentals

Provides students with a fundamental and holistic view of social media platforms e.g. Facebook, Instagram and Tik Tok etc. in the market and help them gain a clear understanding of how these platforms could contribute to business goals and brand voice.

Module 6: Integrated Digital Marketing Communication

Students will be introduced to Digital Marketing Communication and learn how to apply marketing communication principles in a digital and integrated manner. This module adopts an action-learning approach to enhance student knowledge and skills in digital marketing communication.