EC204 – Digital Marketing

Marketing, Social Media Marketing, Video Marketing, Email Marketing Semester(s) in which the module is taught									
learn about digital marketing planning, modern marketing channels, and tools: Search Engir Marketing, Social Media Marketing, Video Marketing, Email Marketing Semester(s) in which the module is taught Person responsible for the module Language Vietnamese, English Relation to curriculum Teaching methods Workload (incl. contact hours; Lecture; obnours, Lab: 30 hours Self-study hours) Credit points Number of credits: 3 (5 ECTS credits) Lecture: 2 Lab: 1 Required and recommended prerequisites for joining the module Module objectives/intended learning outcomes CLO ILO CLOs description Competency level	Module designation								
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(Competency level K: Knowledge, S: Skill, A: Attitude)									

Content	Theory:							
	Week/							
	Duration	Content		CLOs	Assessment			
	(3 hours)				elements			
		Introduction to the course,	learning outcomes,					
	1,2	and course assessment met	G1, G2	A1.1				
		Introduction to digital mark	teting					
	3,4	Digital marketing planning	G3	A1.1, A4				
	5	Websites	G3	A1.3				
	6,7				A1.4			
	8				A1.5			
	9							
	10	Review						
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	Lab:							
	Week/				Assessment			
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	2	Creating a landing page	G4	A3.1				
	3	Creative designing in digital marketing		G4	A3.2			
	4	Project presentation						
Examination forms	A	Assessment elements CLOs			Percentage			
	A1. Progress (Quizzes, Assignments) G1.1, G1.2 G2.2, G2.3,				20%			
	A3. Lab		G3.3, G3.5		30%			
	A3.1. In	3.1. In-class exercises (5%) G4.1, G4.2, G4.3,		G4.4				
	A3.2. Pr	A3.2. Project (25%)						
	A4. Fina	A4. Final exam (Quizzes, Essay) G1.2, G1.3, G			50%			
	G2.3, G3.4							
Study and	- All assignments and projects must be submitted via Moodle (courses.uit.edu.vn); we do not							
examination	accept submissions via email, Facebook, or Zalo.							
requirements	- Students who do not submit assignments and reports on time will be considered as not having							
	submitted them.							
Reading list	[1] Dave Chaffey, Fiona Ellis-Chadwick (2022). Digital marketing: strategy, implementation							
	and practice. Pearson. [2] Simon Kingsnorth (2022). Digital Marketing Strategy: An Integrated Approach to Onl Marketing. Kogan Page. [3] PR Smith and Ze Zook (2019). Marketing Communications: Integrating Online and Communications.							
		Offline, Customer Engagement and Digital Technologies (7th edition). Kogan Page						
	[4] PR Smith (2022). SOSTAC® Guide to your Perfect Digital Marketing Plan.							