

EC204 – Digital Marketing

Module designation	EC204 – Digital Marketing This module focuses on communication activities in the online environment. Students will learn about digital marketing planning, modern marketing channels, and tools: Search Engine Marketing, Social Media Marketing, Video Marketing, Email Marketing...			
Semester(s) in which the module is taught	5			
Person responsible for the module	Dr. Tran Van Hai Trieu, Msc. Van Duc Son Ha			
Language	Vietnamese, English			
Relation to curriculum	Major modules			
Teaching methods	Lecture, homework, project			
Workload (incl. contact hours, self-study hours)	(Estimated) Total workload: 150 hours Contact hours: Lecture: 30 hours, Lab: 30 hours Self-study hours: 90 hours			
Credit points	Number of credits: 3 (5 ECTS credits) Lecture: 2 Lab: 1			
Required and recommended prerequisites for joining the module	N/A			
Module objectives/intended learning outcomes	CLO	ILO	CLOs description	Competency level
	G1.1	2.7	Recognize social trends and changes through the latest statistics related to the internet.	K1
	G1.2	2.7	Identify the benefits of online marketing.	K1
	G1.3	2.7	Describe common terms in the field of online marketing.	K2
	G2.1	2.7	Determine popular online marketing channels in Vietnam and worldwide.	K2
	G2.2	2.7	Classify common online marketing channels in Vietnam and the world.	K3
	G2.3	2.7	Analyze the applicability of various online marketing channels.	K4
	G3.1	3.3	Identify essential components of an online marketing plan.	S1
	G3.2	3.3	Explain an existing online marketing plan.	S2
	G3.3	3.3	Outline an online marketing plan.	S3
	G3.4	3.3	Execute each component within an online marketing plan.	S3
	G3.5	3.3	Finalize an online marketing plan.	S4
	G4.1	3.3	Follow instructions to create a landing page.	S3
	G4.2	3.3	Complete a sales-oriented landing page.	S4
	G4.3	3.3	Follow instructions to create a graphic design using software.	S3
G4.4	3.3	Complete a graphic design using software.	S4	
(Competency level K: Knowledge, S: Skill, A: Attitude)				

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