

Course Code : DBS101/03
Course Title : Digital Marketing Fundamentals
Prerequisite(s) : None

Level : Degree
Credit hours : 3
Duration of course : 1 semester

Course Coordinator

Dr. Lee Heng Wei
PhD, USM

Digital Marketing Fundamentals module enables the learner to master basic Digital Marketing skills by introduction to various digital marketing channels, tools and techniques. A learner learns how to identify their customers' profiles and conceptualize, plan, implement and monitor digital marketing campaigns on Social Media, Google Ads & Facebook, for their products and services. The learner will understand digital marketing principles, digital marketing channels, how to execute basic social media marketing campaigns and create effective content for each stage of the customer lifecycle.

Learning Outcomes

1. Describe the basics of various online channels for Digital Marketing (C1, PL01)
2. Develop social media pages for businesses (C6, PL05)
3. Plan a marketing and content plan (P3, PL02)

Topics

1. Introduction to Digital Marketing
2. Digital Marketing Channels
3. Social Media Marketing Fundamentals
4. Social Media Marketing Strategies
5. Landing Pages & Basic Analytics
6. Fundamentals of Facebook Advertising
7. Fundamentals of Google Advertising
8. Google Search Engine Marketing (SEM)
9. Fundamentals of Email & Content Marketing

Main Reference

Kingsnorth, S. (2019). Digital Marketing Strategy: An Integrated Approach to Online Marketing (2nd ed.). London: Kogan Page.