



THE UNIVERSITY OF HONG KONG

FACULTY OF BUSINESS AND ECONOMICS

MKTG3524 Digital Marketing 2022-2023, TBD

COURSE SYLLABUS

I. Information on Instructors and Teaching Assistant:

Instructor:	Dr. Li, Xi
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Office Location:	KKL 836
Teaching Assistant:	Yana Lo
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Office Hours:	By appointment

II. Class Time:

Class A: 9:30am-12:20pm on Monday

Class B: 9:30am-12:20pm on Friday

III. Course General Information:

Course Description

The digital economy has fundamentally altered the nature of and scope for understanding human behavior and business practices. In exploring the digital economy, we cover the concepts, theories, and applications of big data in marketing, with the overarching goal of understanding how to utilize digital data to derive deeper and more meaningful managerial insights. Substantive topics include search, advertising, social network analysis, data analytics, and human mobility. Lectures, discussions, live data-analysis demonstrations, class data exercises, video pieces, and student-led project presentations are major class components.

Course Prerequisite

This course is designed for students with a marketing background with an interest in digital and data-driven marketing. A background in marketing research is useful but not required. An introductory level of statistics is necessary. Students with no statistics background are expected to learn linear regression and other basic statistics concepts/tools in their own time. However, necessary software, analytics tools, and statistical methods will be overviewed in class.

Course pre-requisites: **BUSI1004 Marketing / MKTG2501 Introduction to Marketing**

Required books/reading: No required reading.

IV. Course learning outcomes.

CLO1: Understand the role of data in digital economy.

CLO2: Introductory understanding of using data to generate managerial insights.

CLO3: Understand how digital technologies and platforms can be transformed to effective marketing strategies and to capture consumer behavior.

CLO4: Identify and evaluate the opportunities and problems that the commercial Internet and digital platforms presents to marketing.

CLO5: Apply the knowledge and skills to develop digital marketing research and strategy.

V. Course Objectives:

1. To build a conceptual understanding of the marketing science behind online and digital marketing
2. To discuss and learn the scientific and marketing ideas, theories, and methodologies underpinning the modern study of digital data.
3. To understand how digital data and Internet technologies changes marketing.
4. To apply the knowledge and skills in developing digital marketing strategy.

VI. Faculty Goals:

FLG 1: Acquisition and internalization of knowledge of the programme discipline

FLG 2: Application and integration of knowledge

FLG 3: Inculcating professionalism

FLG 4: Developing global outlook

FLG 5: Mastering communication skills

FLG 6: Cultivating Leadership

VII. Course Learning Outcomes (CLO):

Course Learning Outcomes (CLO)	Alignment with Faculty Goals
CLO1. Understand the role of data in digital economy.	Goals 1,2,3,4
CLO2. Introductory understanding of using data to generate managerial insights.	Goals 1,2,3,4
CLO3. Understand how digital technologies and platforms can be transformed to effective marketing strategies and to capture consumer behavior.	Goals 1,2,3,4
CLO4. Identify and evaluate the opportunities and problems that the commercial Internet and digital platforms presents to marketing.	Goals 1,2,3,4,6
CLO5. Apply the knowledge and skills to develop digital marketing research and strategy.	Goals 1,2,3,4,5,6

VIII. Teaching and Learning Activities (TLA):

Teaching and Learning Activities	Expected Contact Time (approximate)	Study Load (approximate)
TLA1: Interactive Lectures with Discussions/Class Exercises	36 hrs	26%
TLA2: Self-study: reading and preparing class discussion	36 hrs	26%
TLA3: Group study and data exercises	20 hrs	14%
TLA4: Final Project	48 hrs	34%

Total:	140 hrs	100%
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IX. Assessment Tasks (AT):

Students will be assessed by a combination of the group work (40%) and individual work (60%). The table below indicates the weighting for each assessment task and the alignment of assessment tasks with teaching and learning activities and course learning outcomes:

Assessment Tasks (AT)	Weights	Teaching and Learning Activities (TLA)	Course Learning Outcomes (CLO)
AT1: In-class Participation	10%	TLA 1, 2, 3, 4	CLO1, 2, 3, 4
AT2: Final Exam	50%	TLA 1, 2, 3, 4	CLO1, 2, 3, 4
AT3: Group Project <ul style="list-style-type: none"> • Data analysis task (15%) • Project (25%) 	40%	TLA 1, 2, 3, 4	CLO1, 2, 3, 4, 5
Total:	100%		

Peer Evaluation for Group Work:

- In normal cases, individual group members receive the same total score for their group's score. However, in some cases, individual group members' scores will be adjusted depending on the peer evaluation from their group members.

AT1: Class Participation (10%)

- Students are expected to participate in in-class discussions and activities (e.g., in-class exercises).
- Class Participation will be assessed against the following criteria: (1) clarity and accuracy of responses in class discussions and activities and (2) frequency and quality of class contribution.

AT2: Final Exam (50%)

The final exam covers all materials taught in the class. Students are responsible for all the materials covered in the course. The exam will be used to assess students' (1) understanding of key principles and concepts, (2) application of the learned knowledge and skills in critical marketing/social science issues, and (3) recommending solutions relevant to the contexts.

The final exam will be an *open-book open-notes exam*.

AT3: Group Project (40%)

The group project has two components: A data analysis task and a research project.

- **Data Analysis Task (15%):** Students are given real data from a company in the digital economy. Students are required to use different methodologies to analyze the data, present their findings using data visualization methods, and come up with recommendations for the company. There will be no presentations for the data analysis task; however, students are required to submit a report on their findings from the data analysis project.
- **Research Project (25%):** Students are required to choose a company and come up with a digital marketing strategy for the company. They may either help improve the company's existing digital marketing strategy or come up with new strategies for the company. Data analysis is not required for this research project. Students are required to present their research projects in Week 12 or 13 and submit a report of their research project.

There will be peer-evaluations for the group project. Don't free-ride on your groupmates.

X. Standards for Assessment: Course Final Grade:

Individual student's final grade for the course will be assigned according to the accumulative score that s/he has obtained from all of the assessment tasks:

Course Final Grade = Individual Participation (10%) + Final Exam (50%) + Group Project (Group Data Analysis Exercise 15% + Group Project 25%)

Course Final Grade	Description
A+, A, A-	Consistently demonstrate a thorough grasp of the subject as evidenced by achieving an outstanding performance in understanding of marketing principles and concepts, critical analysis and synthesis, application of knowledge, formulation of marketing solutions, written and verbal communication and teamwork skills.
B+, B, B-	Frequently demonstrate a substantial grasp of the subject as evidenced by achieving a proficient performance in understanding of marketing principles and concepts, critical analysis and evaluation, application of knowledge, formulation of marketing solutions, written and verbal communication and teamwork skills.
C+, C, C-	Occasionally demonstrate a general grasp of the subject as evidenced by achieving a moderate performance in understanding of marketing principles and concepts, analysis and evaluation, application of knowledge, formulation of marketing solutions, written and verbal communication and teamwork skills.
D+, D	Demonstrate a partial grasp of the subject as evidenced by achieving an adequate performance in understanding of marketing principles and concepts, analysis and evaluation, application of knowledge, formulation of marketing solutions, written and verbal communication and teamwork skills.
F	Demonstrate a poor grasp of the subject as evidenced by achieving a poor performance in understanding of marketing principles and concepts, analysis and evaluation, application of knowledge, formulation of marketing solutions, written and verbal communication and teamwork skills.

XI. Course Policies

Late Assignment Penalty:

- All assignments are required to be submitted on or before the specified due date and time to the assignment submission destination. The penalty policy for any late assignments will be as follows:

<u>No. of days later than the due date:</u>	<u>Deduction of the total point</u>
1 day	deduct 25%
2 days	deduct 50%
3 days	deduct 100%

HKU Regulations on Academic Dishonesty:

We are serious in students' ethical conducts. The University Regulations on academic dishonesty will be strictly enforced.

- We do not tolerate students engaging in academic dishonesty which includes, but is not necessarily limited to, plagiarism, paraphrasing of someone else's ideas, unauthorized collaboration on out-of-class projects, cheating on in-class exams, and unauthorized advance access to an exam
- Students are expected to be aware of what plagiarism is and how to avoid it. Please refer to the HKU policies on plagiarism.
- Students should also be familiar with the HKU regulations and policies particularly on attendance, absence, examination, and copyright. Please refer to the HKU Undergraduate Student Handbook and HKU Examination Unit webpage.

XII. Provisional Class Schedule (*subject to change*)

Class	Topics
Lesson 1	Introduction to Digital Marketing
Lesson 2	Data Analysis: An R Approach
Lesson 3	Data Visualization: A Tableau Approach
Lesson 4	Introduction to Data Scraping
Lesson 5	Search Engine Optimization
Lesson 6	Paid Search
Lesson 7	Social Network
Lesson 8	Social Media Marketing I
Lesson 9	Social Media Marketing II
Lesson 10	Data Workshop
Lesson 11	Mobile Marketing Course Review
Lessons 12, 13	Final Project Presentation