



1. General Information

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| Course Subject | MKTG |
| Course Number | 3524 |
| Course Title | Digital Marketing |
| Academic Years | 2023-2024 |
| Grading Method | Letter |

2. Instructors

Professor Li, Xi
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Subclasses: 1A, 1B

4. Course Description

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| 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. |
| Prerequisites | MKTG2501: Introduction to Marketing |

5. 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.

6. Faculty Learning Goals

- Goal 1: Acquisition and internalization of knowledge of the programme discipline
- Goal 2: Application and integration of knowledge
- Goal 3: Inculcating professionalism
- Goal 4: Developing global outlook

| 6. Faculty Learning Goals |
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| Goal 5: Mastering communication skills |
| Goal 6: Cultivating leadership |

| 7. Course Learning Outcomes | | | | | | |
|--|--------------------------------|---|---|---|---|---|
| Course Teaching and Learning Activities | Aligned Faculty Learning Goals | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 |
| 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. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

| 8. Course Teaching and Learning Activities | | |
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| Course Teaching and Learning Activities # | Expected Study Hours | Study Load (% of study) |
| T&L1. Interactive Lectures with Discussions/Class Exercises | 36 | 25.7 |
| T&L2. Self-study: reading and preparing class discussion | 36 | 25.7 |
| T&L3. Group study and data exercises | 20 | 14.3 |
| T&L4. Final Project | 48 | 34.3 |
| | Total: 140 | Total: 100 |

| 9. Assessment Methods | | | |
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| Assessment Methods | Description | Weight % | Aligned Course Learning Outcomes |
| A1. In-class Participation | -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. | 10% | 1,2,3,4 |
| A2. Group Project | 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, | 40% | 1,2,3,4,5 |

9. Assessment Methods

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| | <p>students are required to submit a report on their findings from the data analysis project.</p> <p>-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.</p> <p>There will be peer-evaluations for the group project. Don't free-ride on your groupmates.</p> | | |
| A3. Final Exam | <p>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.</p> <p>The final exam will be an open-book open-notes exam.</p> | 50% | 1,2,3,4 |

Assessment Rubrics

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| A2. Group Project | <p>-Data analysis task (15%)</p> <p>-Project (25%)</p> |
| A+,A,A- | |
| B+,B,B- | |
| C+,C,C- | |
| D+,D | |
| F | |

10. Course Grade Descriptors

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| 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. |

10. Course Grade Descriptors

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| 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. |
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11. Course Content and Tentative Teaching Schedule

| Topic/ Session | Date | Time | Content | Readings | Assignments | Other information |
|-------------------|------|------|--|----------|-------------|----------------------|
| 1 | | | Introduction to Digital Marketing | | | |
| 2 | | | Data Analysis: An R Approach | | | |
| 3 | | | Data Visualization: A Tableau Approach | | | |
| 4 | | | Introduction to Data Scraping | | | |
| 5 | | | Search Engine Optimization | | | |
| 6 | | | Paid Search | | | |
| 7 | | | Social Network | | | |
| 8 | | | Social Media Marketing I | | | |
| 9 | | | Social Media Marketing II | | | |
| 10 | | | Data Workshop | | | |
| 11 | | | Mobile Marketing Course Review | | | |
| 12 | | | Final Project Presentation | | | |
| 13 | | | Final Project Presentation | | | |

13. Means / Processes for Student feedback on Course

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| | Conducting mid-term survey in additional to SETL around the end of the semester |
| | Online response via Moodle site |
| | Others |

14. Course Policy

HKU Regulations on Academic Dishonesty:

- We are serious about students' ethical conduct. 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 activities (both individual and group work), and unauthorized advance access to quizzes/tests/exams.
- 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.
- Students should avoid plagiarism and have proper citations for their work. Student work with plagiarism will be seriously handled according to the University and Faculty 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:

No. of days later than the due date: Deduction of the total point

- 1 day deduct 25%
- 2 days deduct 50%
- 3 days deduct 100%

15. Additional Course Information

The course content (e.g., teaching schedule) is tentative and subject to changes made by the instructor. Students will be informed of the changes (if any) in class