

MKTG300003

Strategic Digital Marketing: Leveraging Technology for Brand Success

Program : Global Summer Program

Term : Summer 2024

Duration : June 24, 2024 - July 19, 2024

Contact Hours : 54

Fudan Credits : 3

Teaching Modes and Locations:

Modes: Offline + Online

Location: Offline at Fudan University / Online with no specific place

Course Description:

This unit explores how marketing campaigns are designed, conceptualised and executed digitally. Particular attention is given to techniques unique to digital technologies and the networked nature of social media platforms. Their applications to marketing strategy specifically to do with brand building, target audiences, public relations and communications are covered with an aim to equip students to understand the digital consumer journey.

Course Goals:

1. Understand the fundamentals and trends of digital marketing.
2. Master digital marketing strategies and technology tools.
3. Learn to use digital media for branding and marketing campaigns.
4. Develop data-driven marketing decision-making skills.

Prerequisites:

No prerequisites.

References:

Chaffey, D., Ellis-Chadwick, F., Johnston, K., & Mayer, R. Digital Marketing: Strategy, Implementation and Practice. Pearson Education Limited.

Schedule:

Lecture	Date	Topic
1	June 24 - July 19, 2024	Introduction to Digital Marketing
2		Understanding Digital Consumers
3		Digital Marketing Strategy
4		Search Engine Optimization (SEO)
5		Content Marketing
6		Social Media Marketing
7		Email Marketing
8		Online Advertising
9		Mobile Marketing
10		Analytics and Performance Measurement
11		Emerging Trends in Digital Marketing
12		Final Exam / Thesis

Assessment:

Assessment Task	Weighting
1. Attendance & Participation	20%
2. Assignments & Presentation	30%
3. Final Exam / Thesis	50%

Grading Scale:

Grades	A	A-	B+	B	B-	C+	C	C-	D	F
100	90-100	85-89	82-84	78-81	75-77	71-74	66-70	62-65	60-61	<60

The instructor will use the grading system as applied by Fudan University.

Credit Point Value:

Component	Contact Hours	Fudan Credits
Academic Lectures	44	3
Thesis/Exam	4	
Field Trip	3	
Seminar	3	
Total	54	

At Fudan University, the duration of one contact hour is 45 minutes, and 18 contact hours are equivalent to 1 credit.

Note: The document is subject to change at the discretion of School of Management, Fudan University.