BSc (Hons) Marketing with Digital Technologies (F/T) – LM324

1   CONTEXT AND OBJECTIVES

This programme has been designed to equip students to deal with the opportunities and challenges of today's technology-driven business environment. Businesses and brands are now focusing on their digital presence by allocating more resources to cater for the needs of customers through online platforms such as Facebook, Twitter, Pinterest, LinkedIn, and WhatsApp among others. Students will have the right abilities, vision and confidence to relate and apply digital technologies as part of any integrated marketing and management planning strategy. Combined with the digital knowledge and practical experience, a strong grounding in marketing, branding, sales, enterprise and customer management reinforces every part of this programme. The overall approach is geared to producing motivated, independent learners, who can tackle a variety of marketing problems in the digital field.

In the first year of the study, students will learn the fundamentals of marketing and management in the business environment. They will explore relevant aspects of web applications, entrepreneurship, accounting, marketing and law. These core topics are further consolidated in the second and third year of the study where students will apply the learnt concepts. In the second year, the students will also develop an understanding of the research design as well as the different statistical tools and techniques that will help them in the preparation for their final year dissertation. The core units of the second and third year include units such as branding, marketing communications and public relations, service quality management, managing the digital enterprise among others. In the final year, students will have opportunity to apply their research skills to answer research questions pertaining to a topic (preferably in the field of marketing and/or digital marketing) which stimulates their interest the most.

The objectives of the programme are to:

- Equip students with essential philosophies and practices of marketing and digital marketing in a technology-driven environment;

- Provide students with specific knowledge in the areas of marketing communications, digital marketing, digital media, web design and information technology useful in the business arena;

- Familiarise students to methodologies, tools and technologies involved in marketing and digital marketing technologies; and

- Combine marketing and digital media in an integrated program that will allow students to pursue their careers in both Marketing and Digital Marketing areas.

2   LEARNING OUTCOMES

This programme caters for advancement in marketing; specifically with the spread of technologies in communication, ubiquity of digital media, challenges along with opportunities that need to be addressed by modern marketers. The BSc (Hons) Marketing with Digital Technologies degree will enable graduates to:

- Identify and learn the fundamental principles and practices of marketing and digital marketing with specialised knowledge in the areas of marketing communications, digital media, and information technology;

- Acquire the basic knowledge in computer systems and skills for web design and development as needed in organisations;
- Understand about production of digital media including text, images, video and audio as well as the use of this knowledge within the context of digital marketing;
- Demonstrate in-depth understanding and application of the new methodologies, tools and technologies involved in the analysis and visualization of online data to extract useful information for real-time strategic marketing decision-making in organisations; and
- Combine marketing and digital media in a unified program that will allow them to seek employment in the areas of Marketing and Digital Marketing.

3 TEACHING AND LEARNING METHODS

Students will learn individually and in small groups through a combination of lectures and computer lab sessions. A range of methods will be used during lectures such as: ice-breaking activities, solo and group presentations, case-studies, role-plays, tutorial exercises, guest lectures and video sessions amongst others. Alongside, students are expected to spend time as independent learners. Students will have to put their learning into practice through hands-on exercises such as the development of a real online marketing campaign and participation in simulated marketing and digital scenarios. They will be assessed in a range of ways, including exams, group and individual assignments together with their marketing project or digital marketing project; whereby they will choose marketing-related or digital marketing-related topics.

Modules shall be taught over 10 weeks and shall include 3 hours of contact per week, involve 6 hours of self-study per week and 9 hours of other learning activities per week for each semester. The 30 hours of contact shall include class hours and tutorials. A 6 LCCS credit module represent 180 notional learning hours broken down as follows: 30 contact hours (lectures and tutorials), 60 hours of self-study and 90 hours of other learning hours.

4 ENTRY REQUIREMENTS

- *General Requirements*

In accordance with General Entry Requirements for admission to the University for Undergraduate Degrees

- *Programme Requirements*

1. Credit in five (5) subjects at 'O' Level including Mathematics.
2. 2 GCE 'A' Level passes.

5 PROGRAMME DURATION

	Normal (Years)	**Maximum (Years)**
Diploma	2 Years	4 Years
Degree:	3 -Years	5 Years
	(6 semesters)	(10 semesters)

6   MINIMUM LCCS CREDITS REQUIRED FOR DEGREE AWARD:

For Degree Award: 196

For each Academic Year

Minimum 36 LCCS credits, Maximum 96 LCCS credits

Termination of Registration

If the CPA of a student is < 40 at the end of an academic year, s/he will have to repeat the entire academic year, and retake modules as and when offered. However, s/he will not be required, if s/he wishes, to retake module(s) for which Grade C or above has been obtained. Students will be allowed to repeat only once over the entire duration of the Programme of Studies.

Registration of a student will be terminated if:

(i)   the CPA < 40 at the end of an academic year and the student has already repeated one year of study;

(ii) or the maximum duration allowed for completion of the Programme of Studies has been exceeded.

Exit points for Certificate or Diploma will be determined as stipulated by UoM General Regulations.

7   ASSESSMENT AND DEADLINES

Each module will carry 100 marks and will be assessed as follows (unless otherwise specified):

Continuous Assessments 40%-50% and Examinations 50%-60%

Assessment method and duration for final exams will be as follows: a written examination of 2 hours (for a semester module - a 6 LCCS credit module) or 3 hours (for a yearly module - a 12 LCCS credit module).

For a module carrying 12 LCCS credits, the continuous assessment (CA) must compulsorily include 2 class-tests and 2 assignments in addition to others as deemed relevant. For a 6 LCCS credit module, the CA would include at least 2 assessments including one class test in addition to others as deemed relevant.
For a student to pass a module, an overall total of 40% for combined continuous assessment and written examination components would be required without minimum threshold within the individual continuous assessment and written examination.

Most modules in the structure are yearly modules which are taught over a period of two semesters. For such modules, there are continuous assessments over the period of two semesters and the written examination is at the end of the second semester only. Some modules in the structure are semester modules. The assessment of such modules will consist of continuous assessment during the relevant semester and the written examination is at the end of the relevant semester only.

Practical Training

Students have to complete a total of eight (8) weeks placement in a public or private organisation and submit a Report of project/(s) undertaken at the end of the placement. The work placement will be undertaken as from Year I of the programme. The placement should have been completed by the start of the second semester of the final year and a successful completion will earn a total of 4 LCCS credits. The placement report will

need to demonstrate the skills and knowledge gained, insights into the profession and personal growth achieved during the placement(s).

Marketing Project (or Digital Marketing Project)

The project is completed over two semesters under the guidance of a supervisor after the taught modules are completed. MGT 2150(3) Marketing Research Methods and MGT 2303(3) Marketing Analytics are integral programme components and prepare students for their individual research.

Submission Deadline for Project:

Final copy: Three copies of the dissertation (two spiral-bound copies and one copy on electronic storage media) should be submitted to the Faculty Registry as per date specified in the UoM Calendar of Activities by 4.00 p.m. at latest for full-time students and by 5.00 p.m. at latest for students enrolled on part-time programmes, unless specified otherwise.

8   LIST OF MODULES

Code	Module Name	Contact Hours	Self Study Hrs	Other Learning Hrs	LCCS Credits
MGT 1217(1)	Foundations of Marketing*	30	60	90	6
MGT 1215(1)	Business and Entrepreneurship Essentials*	30	60	90	6
MGT 1235(1)	Managing People in Organisations**	30	60	90	6
LAWS 1213(1)	Fundamentals of Laws**	30	60	90	6
MGT 1216(1)	Introduction to Digital Marketing*	30	60	90	6
MGT 1109(1)	Professional Sales Management*	30	60	90	6
ILT 2020(1)	Web Applications & Technologies for Marketers**	30	60	90	6
ACF 1000(1)	Accounting for Financial Decision Making	30	60	90	6
MGT 2150(3)	Marketing Research Methods*	30	60	90	6
MGT 2263Y(3)	Brands and Branding	60	120	180	12
MGT 2082Y(3)	Service Quality Management	60	120	180	12
MGT 2258Y(3)	Marketing Concepts and Practice	60	120	180	12
MGT 2002Y(3)	Marketing Communications and Public Relations	60	120	180	12
MGT 2303(3)	Marketing Analytics**	30	60	90	6
MGT 3002	Practical Training	-			4
MGT 3259Y(5)	Digital and Strategic E-Marketing	60	120	180	12
MGT 3065Y(5)	Strategic Marketing Management	60	120	180	12
MGT 3257Y(5)	Customer Experience Management	60	120	180	12
MGT 3258Y(5)	Green and Social Marketing	60	120	180	12
MGT 3270Y(3)	Social Media Marketing	60	120	180	12

MGT 3003Y(5)	Marketing Project (may consider Digital Marketing Project)	-	-	-	12
ELECTIVES					
MGT 3077Y(3)	Entrepreneurship and Small Business Management	60	120	180	12
MGT 2302Y(3)	Managing The Digital Enterprise	60	120	180	12

9 PROGRAMME PLAN

YEAR 1

Code	Module Name	Contact Hrs	LCCS Credits
Core Modules			
MGT 1217(1)	Foundations of Marketing*	30	6
MGT1215(1)	Business and Entrepreneurship Essentials*	30	6
MGT 1235(1)	Managing People in Organisations**	30	6
LAWS 1213(1)	Fundamentals of Laws**	30	6
MGT 1216(1)	Introduction to Digital Marketing*	30	6
MGT 1109(1)	Professional Sales Management*	30	6
ILT 2020(1)	Web Applications & Technologies for Marketers**	30	6
ACF 1000(1)	Accounting for Financial Decision Making	30	6
	Sub Total		**48**

YEAR 2

Code	Module Name	Contact Hrs	LCCS Credits
Core Modules			
MGT 2150(3)	Marketing Research Methods*	30	6
MGT 2263Y(3)	Brands and Branding	60	12
MGT 2082Y(3)	Service Quality Management	60	12
MGT 2258Y(3)	Marketing Concepts and Practice	60	12
MGT 2002Y(3)	Marketing Communications and Public Relations	60	12
MGT 2303(3)	Marketing Analytics **	30	6
MGT 3002	Practical Training	-	4
Electives	**(Choose One From)**		
MGT 3077Y(3)	Entrepreneurship and Small Business Management	60	12
MGT 2302Y(3)	Managing The Digital Enterprise	60	12
	Sub Total		**76**

YEAR 3

Code	Module Name	Contact Hrs	LCCS Credits
Core Modules			
MGT 3259Y(5)	Digital and Strategic E-Marketing	60	12
MGT 3065Y(5)	Strategic Marketing Management	60	12
MGT 3257Y(5)	Customer Experience Management	60	12
MGT 3258Y(5)	Green and Social Marketing	60	12
MGT 3270Y(5)	Social Media Marketing	60	12
MGT 3003Y(5)	Marketing Project (may consider Digital Marketing Project)	-	12
	Sub Total		**72**
	Total		**196**

Note:
Modules carrying asterisk(s):

*These are 6-LCCS credits modules, which will be run and examined at the end of the **first** semester.

These are 6-LCCS credits modules, which will be run and examined at the end of the **second semester.

All 6-LCCS credits modules are run over 15 weeks and exams are scheduled at the end of the semester in which the module is run.

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> **** This Programme has been amended as follows:***
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> *Years programme was previously revised: 2018, 2019, 2020, 2021*