

WM6009

Introduction to eMarketing



Course Aim The aim of the course is to introduce students to traditional marketing concepts and to enable them to expand on these concepts to develop a marketing strategy incorporating social media marketing, e-business and branding.

Short Title
Faculty EDICT
Polytechnic Level
Credits 15
Pre-requisites
Co-requisites
Anti-requisites

Version 2
Effective From February 1, 2016
Indicative NQF Level 6
Student Contact hrs 60
Self-directed hrs 90
Other directed hrs
Total learning hrs 150

Learning Outcomes On successful completion of this course, students will be able to:

- 1 Apply the principles of traditional marketing and branding
- 2 Develop and implement an integrated marketing campaign
- 3 Market products effectively using digital marketing/social media tools/ebusiness

NQF Sub-strand
Practical
Application of knowledge
Theoretical
Understanding
Generic, Problem Solving and Analytical Skills