

WM7007

## Web Marketing



**Course Aim** The aim of this course is to extend students' knowledge of e-marketing and social media principles to enable them to develop competitive and informed marketing strategies for the digital world.

**Short Title**

**Faculty** EDICT

**Polytechnic Level**

**Credits** 15

**Pre-requisites** WM6009 (WMB5009)

**Co-requisites**

**Anti-requisites**

**Version** 2

**Effective From** February 1, 2016

**Indicative NQF Level** 7

**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 Implement e-marketing strategies in a given business context.
- 2 Critically analyse digital/social media marketing in a business context.

**NQF Sub-strand**

Theoretical  
Understanding  
Generic, Problem  
Solving and  
Analytical Skills