

BU8104

Advanced Digital Marketing



Course Aim This course will seek to develop digital marketing practitioners with the current skills and knowledge required to leverage marketing opportunities presented by the digital environment.

Short Title	Advanced Digital Mkting	Version 1
Faculty	Business	Effective From February-17
Polytechnic Level	8	Indicative NQF Level 8
Credits	15	Student Contact hrs 60
Pre-requisites	30 credits at Level 7 (or BPQF Level 6 or a combination thereof) from the Bachelor of Business: Marketing major including BU7102	Self-directed hrs 90
Co-requisites	Nil	Other directed hrs 0
Anti-requisites	Nil	Total learning hrs 150

Learning Outcomes	On successful completion of this course, students will be able to:	NQF Sub-strand
1	Develop and implement a digital marketing campaign for specified marketing objectives.	Practical Application of knowledge
2	Analyse trends and developments in the digital arena and provide insight into their potential for marketing professionals.	Generic, Problem Solving and Analytical Skills
3	Demonstrate an industry-level proficiency in the utilisation of contemporary professional digital marketing tools and applications	Autonomy, Responsibility, Context
4	Implement and analyse appropriate digital analytics for a specified digital marketing campaign.	Theoretical Understanding