

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 3**  
**Effective From** February 1, 2018  
**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
- 4 Discuss the ethical issues relating to marketing strategies.

**NQF Sub-strand**  
Practical  
Application of  
knowledge  
Practical  
Application of  
knowledge  
Practical  
Application of  
knowledge  
Theoretical  
Understanding