

BU7102

## Digital Marketing



**Course Aim** The aim of this course is for students to develop significant knowledge in digital marketing and the strategic and tactical principles that organizations use to compete in a digital environment.

**Short Title**  
**Faculty** Business  
**Polytechnic Level**  
**Credits** 15

**Pre-requisites** BU6001 Or BSB5001 Or BSB5000

**Co-requisites** Nil

**Anti-requisites** BSB6102

**Version** 1  
**Effective From** September, 2016  
**Indicative NQF Level** 7  
**Student Contact hrs** 60  
**Self-directed hrs** 90  
**Other directed hrs** 0  
**Total learning hrs** 150

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

- 1 Identify, illustrate and explain digital marketing.
- 2 Analyse, evaluate and recommend strategies for organizations to compete in a digital marketplace.
- 3 Demonstrate appropriate use of workplace skills and technology.

**NQF Sub-strand**

Theoretical  
Understanding  
Practical  
Application of  
knowledge  
Autonomy,  
Responsibility,  
Context