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: Web Marketing
Faculty: EDICT
Polytechnic Level: 15
Credits: WM6009 (WMB5009)
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:
1. On successful completion of this course, students will be able to:
   - Implement e-marketing strategies in a given business context.
2. Critically analyse digital/social media marketing in a business context.

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