



**UNIVERSITI TEKNOLOGI MARA**

**DGM661: STRATEGIC DIGITAL MARKETING**

<b>Course Name (English)</b>	STRATEGIC DIGITAL MARKETING <b>APPROVED</b>		
<b>Course Code</b>	DGM661		
<b>MQF Credit</b>	4		
<b>Course Description</b>	Strategic digital marketing is the capstone course that integrates all marketing courses that had been offered before. It provides a clear structure that covers all the stages needed to create and implement business or marketing plan. It includes the use of SOSTAC model where the students will develop the capabilities in developing, implementing, and evaluating digital marketing strategies via combination of lecture, and course projects.		
<b>Transferable Skills</b>	Independent and critical thinking skills, communication skills, influencing and negotiating skills		
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Presentation, Self-directed Learning		
<b>CLO</b>	<p>CLO1 Student should be able to assess knowledge and understanding of digital marketing strategies to propose a digital marketing plan.</p> <p>CLO2 Student should be able to construct an effective digital marketing strategies plan for company</p> <p>CLO3 Student should be able to use extensive range of information, media and technology applications to establish company's strategic digital marketing plan</p> <p>CLO4 Student should be able to demonstrate the idea competently, confidently, accurately and coherently in a well-structured manner to a diversity of audiences.</p>		
<b>Pre-Requisite Courses</b>	No course recommendations		
<b>Reading List</b>	<table border="1"> <tr> <td><b>Reference Book Resources</b></td> <td> <ul style="list-style-type: none"> <li>PR Smith 2015, <i>SOSTAC® Guide to Your Perfect Digital Marketing Plan</i> [ISBN: 978095610686]</li> </ul> </td> </tr> </table>	<b>Reference Book Resources</b>	<ul style="list-style-type: none"> <li>PR Smith 2015, <i>SOSTAC® Guide to Your Perfect Digital Marketing Plan</i> [ISBN: 978095610686]</li> </ul>
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<b>Article/Paper List</b>	This Course does not have any article/paper resources		
<b>Other References</b>	<ul style="list-style-type: none"> <li>• <b>BOOK</b> Chaffey, D. &amp; Smith, P. R. 2013, <i>E-marketing Excellence: Planning and Optimizing your Digital Marketing.</i> , Routledge, London</li> <li>• <b>Website</b> Simon Kingsnorth 2018, <i>Digital Marketing Strategy</i> <a href="https://www.nima.today/wp-content/uploads/2018/11/Digital-Marketing-Strategy-Sim-on-Kingsnorth.pdf">https://www.nima.today/wp-content/uploads/2018/11/Digital-Marketing-Strategy-Sim-on-Kingsnorth.pdf</a></li> <li>• <b>Online text</b> <i>Digital Marketing Essential</i> <a 037-fc4"="" at="" digital="" essentials"="" home.stukent.com="" href="http://Optional online text: " https:="" join="" marketing="" purchase="">http://Optional online text: "Digital Marketing Essentials" Purchase at https://home.stukent.com/join/037-FC4</a></li> </ul>		