UNIVERSITI TEKNOLOGI MARA

DGM631: DIGITAL MARKETING DEVELOPMENT

Course Name (English)	DIGITAL MARKETING DEVELOPMENT APPROVED
Course Code	DGM631

MQF Credit	12

Course Description	Digital Marketing Development is included in 1 year industrial training where student must complete the proposal. Students are required to start a propose project by planning a potential digital advertising that will be propose. Once finalized, students have to come out with written report and presentation.

Transferable Skills	Critical thinking and problem-solving skills, communication skills, ethics and moral professionalism, life-long learning and information management, teamwork skills, entrepreneurial skills and leadership skills.

Teaching Methodologies	Industrial Training, Work-based Learning

CLO		
	CLO1	To determine solution for organization in improving digital marketing strategies
	CLO2	Able to effectively initiate and implement solutions in digital marketing.
	CLO3	Demonstrate values and good attitude appropriate in solving issues in digital marketing
	CLO4	Able to practice knowledge related to digital marketing strategies

Pre-Requisite Courses	No course recommendations

Reading List	This Course does not have any book resources
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources