



UNIVERSITI TEKNOLOGI MARA

DGM541: FUNDAMENTALS OF DIGITAL MARKETING

Course Name (English)	FUNDAMENTALS OF DIGITAL MARKETING APPROVED		
Course Code	DGM541		
MQF Credit	3		
Course Description	The course presents basic techniques of targeting, measuring and creates interactive digital marketing of products and services to reach the potential customers and retain them. Course emphasizes on the effective digital communication: persuasion, copywriting, and visual design. Students are made to understand the real customers' needs and wants, preferences, and inclinations will create higher engagement and interaction. Thus, they are required to work in-the-community based businesses as part of the assessment. The course aspires to create an expert in managing and partaking in the breadth of communication channels of the digital age.		
Transferable Skills	Problem solving, Communication skills, Work Ethics and Business Acumen		
Teaching Methodologies	Lectures, Field Trip, Case Study, Web Based Learning, Simulation Activity, Presentation		
CLO	CLO1 Apply knowledge of the digital marketing techniques (C3) CLO2 Implement the digital marketing practices learnt to benefit the eco system through community-based businesses (SULAM) CLO3 Demonstrate the ability and skills to use the digital marketing techniques in real-world businesses.		
Pre-Requisite Courses	No course recommendations		
Reading List	<table border="1"><tr><td>Recommended Text</td><td>• Dodson, Ian 2016, <i>The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns</i>, 1 Ed., Wiley USA [ISBN: 978-111926570]</td></tr></table>	Recommended Text	• Dodson, Ian 2016, <i>The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns</i> , 1 Ed., Wiley USA [ISBN: 978-111926570]
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Article/Paper List	This Course does not have any article/paper resources		
Other References	• n/a Ryan, D and Jones C 2012, <i>Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generatio</i> , Kogan Page Publishers		