

## **BSc (Hons) Marketing with Digital Technologies (F/T) – LM324 (3 Years)**

### **1. Objectives**

The BSc Marketing with Digital Technologies has been designed to equip students to cope with challenges of technology-driven business environment. Digital Marketing qualifications and skills are crucial to deal tactfully with the associated opportunities and challenges in today's world. The job market is blooming in order to cater for the rise in a more technology-cum customer-friendly world. Businesses and brands are now focusing on their digital presence by allocating more resources to better cater for the needs of socially and technologically alert and informed customers through online platforms such as Facebook, Twitter, Pinterest, LinkedIn, and WhatsApp among others.

This programme will equip you with the right abilities, vision and confidence to relate and apply digital technologies as part of any integrated marketing and management planning strategy. Combined with the digital knowledge and practical experience, a strong grounding in marketing, branding, sales, enterprise and customer management reinforces every part of this programme. The overall approach is geared to producing motivated, independent learners, who can tackle a wide variety of marketing problems in the digital world.

This innovative degree programme will assist and progress careers in a digitalised business world and also frame the digital mind-set to lead the digital transformation agenda of organisations. The programme will thus increase and broaden the skills base of students and enhance their abilities to think laterally, research, problem-solve, be proactive, apply new ideas, think strategically and increase their digital marketing and management competence. Therefore, the objectives of the Marketing with Digital Technologies Programme are to:

- Provide students with the essential philosophies and practices of marketing and digital marketing technologies
- Equip students with specific knowledge in the areas of marketing communications, digital marketing, digital media, web design and information technology
- Familiarise students to methodologies, tools and technologies involved in marketing and digital marketing technologies
- To combine marketing and digital media in an integrated program that will allow students to pursue their careers in both Marketing and Digital Marketing areas.

### **2. General Entry Requirements**

In accordance with General Entry Requirements for admission to the University for Undergraduate Degrees.

### **3. Programme Requirements**

Credit in five (5) subjects at 'O' Level including Mathematics.  
2 GCE 'A' Level passes.

#### 4. Minimum Requirements for Awards

##### (i) Degree Award

Core & Elective Structure	Credits
<b>CORE MODULES</b>	
Marketing	66
Management	6
Accounting & Finance	3
Digital Literacy	3
Law	3
<b>CASE STUDIES</b>	3
<b>ELECTIVES</b>	12
<b>DISSERTATION</b>	6
<b>TOTAL</b>	<b>102</b>

##### (ii) Diploma Award

The diploma is provided as a possible exit point in the programme at the end of Year 2. A student may opt for a Diploma in Marketing with Digital Technologies provided s/he satisfies the minimum requirements, as specified below.

Core & Elective Structure	Credits
<b>CORE MODULES</b>	
Marketing	45
Management	6
Accounting & Finance	3
Digital Literacy	3
Law	3
<b>TOTAL</b>	<b>60</b>

#### 5. Programme Duration

	Normal (Years)	Maximum (Years)
Degree:	3	5

#### 6. Credits per Year

Minimum 18 credits, Maximum 48 credits subject to Regulation 4

#### 7. Minimum Credits Required for Award of Degree: 102

Degree	Minimum Credits for Core Modules	Minimum Credits for Electives	Marketing Project	Total
3-5 Years	90	6	6	102

## 8. Assessment

Each module will carry 100 marks and will be assessed as follows (unless otherwise specified):

Assessment will be based on a written examination of 2-hour (for a semester module) or 3-hour (for a yearly module) duration as specified and continuous assessment carrying a range of 20% to 30% of total marks. Continuous assessment will be based on two (2) assignments and should include at least one class test per module per year.

For a student to pass a module, an overall total of 40% for combined continuous assessment and written examination components would be required without minimum threshold within the individual continuous assessment and written examination.

Most modules in the structure are **yearly modules** which are taught over a period of two semesters and examined at the end of the second semester only. There are continuous assessments over the period of two semesters and the written examination will be of a duration of 3 hours for a yearly module of 6 credits.

Some modules in the structure are run over 15 weeks and carry 3 credits. The assessment of such modules will consist of continuous assessment and an examination of a duration of 2 hours at the end of the semester in which the module is run.

### **Marketing Project (or Digital Marketing Project)**

The project is completed over two semesters under the guidance of a supervisor after the taught modules are completed. MGT 2150(3) Marketing Research Methods and MGT 3151(5) Data Analysis for Management Theory & Practice are integral programme components and lead students into their individual research with the apt data analysis skills. Students have to opt for marketing-related or digital marketing-related topics.

### **Submission Deadline for Project:**

Final copy last working day of March in the final year of the programme.

## 9. List of modules

### **CORE MODULES**

<b>Code</b>	<b>Module Name</b>	<b>Hrs/Wk</b>	<b>Credits</b>
DFA 1133(1)	Introductory Accounting and Finance for Marketers*	L+P 3+0	3
MGT 1217(1)	Foundations of Marketing*	3+0	3
ILT1010e	Digital Literacy*	DEOL	3
MGT1215(1)	Business and Entrepreneurship Essentials	3+0	3
MGT 1235(1)	Managing People in Organisations*	3+1	3
LAWS 2099(1)	Fundamentals of Laws	3+1	3
MGT1216(1)	Introduction to Digital Marketing	3+0	3
MGT 2257(1)	Professional Sales Management*	3+0	3

MGT2150(3)	Marketing Research Methods	3+0	3
MGT 3151(5)	Data Analysis for Management Theory and Practice	3+0	3
MGT2263Y(3)	Brands and Branding	3+0	6
MGT 2082Y(3)	Service Quality Management	3+0	6
MGT 2258Y(3)	Marketing Concepts and Practice	3+0	6
MGT 2002Y(3)	Marketing Communications and Public Relations	3+0	6
ILT 2020(1)	Web Applications & Technologies for Marketers**	3+0	3
MGT 2152(3)	International Marketing Management**	3+0	3
MGT3259Y(5)	Digital and Strategic E-Marketing	3+0	6
MGT 3065Y(5)	Strategic Marketing Management	3+0	6
MGT3257Y(5)	Customer Experience Management	3+0	6
MGT3258Y(5)	Green and Social Marketing	3+0	6
MGT3270Y(3)	Social Media Marketing	3+0	6
MGT 3002(5)	Practical Training	-	-
MGT3003Y(5)	Marketing Project (may consider Digital Marketing Project)	-	6

### **ELECTIVES MODULES**

MGT 3077Y(5)	Entrepreneurship and Small Business Management	3+0	6
MGT2302Y(3)	Managing The Digital Enterprise	3+0	6

## **10. Termination of Registration**

If the CPA of a student is < 40 at the end of an academic year, s/he will have to repeat the entire academic year, and retake modules as and when offered. However, s/he will not be required, if s/he wishes, to retake module(s) for which Grade C or above has been obtained.

Students will be allowed to repeat only once over the entire duration of the Programme of Studies.

Registration of a student will be terminated if

- (i) the CPA < 40 at the end of an academic year and the student has already repeated one year of study; or
- (ii) the maximum duration allowed for completion of the Programme of Studies has been exceeded.

## 11. Programme Plan - BSc (Hons) Marketing with Digital Technologies

### Modules carrying asterisk(s):

\*These are 3-credit modules, which will be run and examined at the end of the **first** semester.

\*\*These are 3-credit modules, which will be run and examined at the end of the **second** semester.

All 3-credit modules are run over 15 weeks and exams are scheduled at the end of the semester in which the module is run.

Students should complete at least 8 weeks Practical Training over the whole duration of the programme for the award of the degree. *Grade S will be assigned upon successful completion of the training.*

### YEAR 1

Code	Module Name	Hrs/Wk L+P	Credits
<b>CORE</b>			
DFA1133(1)	Introductory Accounting and Finance for Marketers*	3+0	3
MGT 1217(1)	Foundations of Marketing*	3+0	3
ILT1010e	Digital Literacy*	DEOL	3
MGT1215(1)	Business and Entrepreneurship Essentials**	3+0	3
MGT 1235(1)	Managing People in Organisations*	3+1	3
LAWS 2099(1)	Fundamentals of Laws**	3+1	3
MGT1216(1)	Introduction to Digital Marketing**	3+0	3
MGT 2257(1)	Professional Sales Management*	3+0	3
ILT 2020(1)	Web Applications & Technologies for Marketers**	3+0	3
<b>Sub Total</b>			<b>27</b>

### YEAR 2

Code	Module Name	Hrs/Wk L+P	Credits
<b>CORE</b>			
MGT2150(3)	Marketing Research Methods*	3+0	3
MGT2263Y(3)	Brands and Branding	3+0	6
MGT 2082Y(3)	Service Quality Management	3+0	6
MGT 2258Y(3)	Marketing Concepts and Practice	3+0	6
MGT 2002Y(3)	Marketing Communications and Public Relations	3+0	6
MGT 2152(3)	International Marketing Management**	3+0	3
MGT 3151(5)	Data Analysis for Management Theory and Practice	3+0	3
<b>ELECTIVES CHOOSE ONE FROM</b>			
MGT 3077Y(5)	Entrepreneurship and Small Business Management	3+0	6
MGT2302Y(3)	Managing The Digital Enterprise	3+0	6
<b>Sub Total</b>			<b>39</b>

**YEAR 3**

<b>Code</b>	<b>Module Name</b>	<b>Hrs/Wk L+P</b>	<b>Credits</b>
<b>CORE</b>			
MGT3259Y(5)	Digital and Strategic E-Marketing	3+0	6
MGT 3065Y(5)	Strategic Marketing Management	3+0	6
MGT3257Y(5)	Customer Experience Management	3+0	6
MGT3258Y(5)	Green and Social Marketing	3+0	6
MGT3270Y(5)	Social Media Marketing	3+0	6
MGT 3002(5)	Practical Training	-	-
MGT3003Y(5)	Marketing Project (may consider Digital Marketing Project)	-	6
	<b>Sub Total</b>		<b>36</b>
	<b>TOTAL</b>		<b>102</b>