



# **Postgraduate programmes**

## **Syllabus**

## Advanced Digital Marketing 4

**Module Code: ADM401**

**Credits: 20**

**IMM GSM: Year Level: 4**

**NQF Level: 8**

**Nature: Core for Postgraduate Diploma in Marketing Management  
Elective for B Phil (Hons) in Marketing Management**

**Status: Postgraduate**

### **Module Specific Outcome/s**

To expand knowledge of marketing in the online environment.

Master core concepts, principles and techniques of digital marketing.

Application of advanced digital marketing concepts and practices.

Formulation of a digital marketing strategy.

### **Description of Units**

<b>Unit</b>	<b>Description</b>	<b>Learning Outcomes</b>
1	Introduction to digital marketing	Define digital marketing. Understand the scope of digital marketing.
2	Digital marketing communication	Understand the importance of web design and search engine optimisation. Evaluate the benefits of online word of mouth. Apply affiliate marketing and permission marketing principles.
3	Mobile commerce	Understand factors which influence the adoption and diffusion of m-commerce. Identify strategies for adding value via m-commerce . Apply m-commerce in customer retention.
4	Digital customer relationships	Evaluate the role of trust in building customer relationships. Compare and contrast digital customer relationship strategies.
5	Web metrics and database marketing	Understand web metric design principles. Analyse marketing information using web metrics. Compare and contrast database marketing techniques. Evaluate the benefits of database marketing in customer retention.
6	Digital logistics and supply chains	Understand the role of IT infrastructure and other ICT factors in logistics for digital marketing. Understand the complexities of digital supply chain management. Plan a digital supply chain.
7	Digital marketing strategy	Understand the components of digital marketing strategy. Develop a digital marketing plan.