

Diploma in Business Administration (Digital Marketing)

Module Outlines

Academic Reading and Writing 2

There has been a need to continually improve the English quality of our students and provide them constant support at their Diploma levels. The module is designed for students to work intensively on their reading and writing skills.

This is a more intensive module that improves students reading and writing skills, as these are the keys to understanding their subjects and effectively engage in class activities. These classes will address a variety of key demands of writing and reading assignments on their courses, focusing on both academic and language skills and the ability to write. The module will be delivered in a blended-learning environment, where students will have the opportunity to experiment and learn via both online and face-to-face lessons.

Business Decision Making

This is an introductory module on qualitative and quantitative methods which contribute to effective business decision-making processes. The module develops students' ability to incorporate statistical thinking and to take account of variation in the real-world during processes of establishing project initiatives, defining objectives, data collection, data presentation, data analyses, reporting and decision making.

Macroeconomics

The module introduces students to relevant macroeconomic concepts and principles. Macroeconomic models will be used to help students recognise the interdependence of important components of a macro economy. At the end of the module, students will be able to analyse and report the causes and consequences of economic growth, inflation and unemployment, and formulate appropriate macroeconomic policies to stabilise the economy.

Management

The module is designed to develop students' understanding of key management theories, concepts and issues affecting managers. Students will learn what is management, the value of studying management and key functions of a manager. The four key management functions – planning, organising, leading and controlling – are discussed in detail to provide students an overview of the activities performed by a typical manager. By studying management, students would gain insights into the way managers behave, how organisations function, and what concepts one could adopt and adapt to be an effective manager in practice.

Marketing

The module aims to provide a comprehensive overview of the 4Ps of the marketing mix and marketing tools that are commonly used to increase customer satisfaction and shareholders value. Students will have the opportunity to apply and reiterate the concepts learnt by means of a group project. Throughout the course, students will be encouraged to relate the subject contents to the marketing efforts that are put in place by real-life firms, thus creating the opportunity to appreciate how concepts are put into to practice.

Principles of Accounting

The module provides a comprehensive overview of the fundamental principles of financial accounting and management accounting. It takes students through the entire process of accounting that includes recording, classifying and summarising accounting information into reports for decision making. It also introduces students to the double-entry system, the need for adjusting entries, the use of special accounts, and the preparation of financial statements. The module also includes budget preparation and management accounting techniques for business decision making. Students are also introduced to current issues such as ethical practices and social responsibility.

Digital Marketing Strategy

Digital Marketing Strategy introduces the world of digital marketing to students. The comprehensive module starts with the “why” of digital marketing before engaging students to examine deeper issues such as the “what” and “how” of digital marketing. Students will explore e-commerce and marketplace strategies for an omni-channel business. Most importantly, students will learn key online acquisition tools such as paid search advertising, email marketing, display advertising and search engine optimisation (SEO). The module will wrap up with the concept of integrated marketing where digital marketing plays a key role.

Digital Engagement and Loyalty

The module introduces the concept of content and social media marketing to build customer engagement, encourage brand advocacy and loyalty. Students will learn the concepts of content marketing and develop a content marketing strategy from scratch. This module also teaches students the basics of social media marketing, and the use of mainstream social media platforms such as Facebook, Instagram, YouTube and LinkedIn to generate leads, create engagement and buzz. Students will also learn how to manage an influencer community, and how to respond to social media crisis and attack on brand reputation.

Digital Analytics

The module introduces the digital measurement framework and model, and basic set up and configuration of Google Analytics tool. Students will learn how to set up analytics configuration and derive data and insights to improve digital marketing return on investment (ROI). The module prepares students for the official Google Analytics certification examination.