



Postgraduate Certificate in Digital Marketing

MQF/EQF Level 7

Course Outline

Duration: 6 months

Overall Course Objectives

The learning outcomes presented below have been defined in line with the descriptors for the Level 7 of the Malta Qualification Framework.

Knowledge:

- Has a comprehensive and critical understanding of the principal current research issues in the specialisation area;
- Possesses multi-disciplinary theoretical and practical knowledge of management within the domain of the specialisation area.

Skills:

- Demonstrates capability in using knowledge and skills of the specialisation area to adapt to the fast-changing business environment and to efficiently manage people and projects within the specialisation area;
- Possesses specialised problem-solving skills in the specialisation area required to develop new knowledge and procedures to solve practical problems;
- Develops new skills in response to emerging knowledge and techniques in the domain of the specialisation area including digital skills and use of modern technologies;
- Demonstrates specialised knowledge of management that includes reflecting on social and ethical responsibilities linked to execution of the managerial function.

Competencies:

- Demonstrates autonomy in the direction of personal development and lifelong learning applicable to the business environment;
- Manages and transforms work or study contexts in the field of specialisation that are complex and unpredictable and require new strategic approaches;
- Has the learning skills to allow continuation to study the specialisation area in a manner that may be largely self-directed or autonomous.

COURSE OUTLINE

Social Media Marketing

In this unit students will learn to develop social media plans and integrate digital media into overall marketing plans of organisations, to utilise new media technologies, to measure results of campaigns on social media, and to appraise the emerging trends in the area of digital media. Upon completion of the unit, students will be able to use various social media channels to publish and disseminate relevant branded content in order to engage audience and to increase social impact, influence, and value as well as to manage and transform digital contexts that are complex and unpredictable and require new strategic approaches by creating an integrated social media strategy using a variety of services, tools, and platforms to accomplish organisational objectives.

Competencies

- Create a research-based diagnosis to problems in marketing across social media by analysing digital audience behaviour and needs and by studying key characteristics of “connected consumers” from psychological and sociological perspectives;
- Manage and transform digital contexts that are complex and unpredictable and require new strategic approaches by creating an integrated social media strategy using a variety of services, tools, and platforms to accomplish organisational objectives;
- Take responsibility for contributing to professional knowledge and practice by evaluating how to use various social media channels to publish and disseminate relevant branded content in order to engage audience and to increase social impact, influence, and value;
- Has the learning skills to allow continuation to study various digital marketing domains in a manner that may be largely self-directed or autonomous.

Web and Mobile Marketing

This unit looks at the effective use of website and mobile marketing techniques to promote products and services on Internet, as well as at their growing role in marketing strategies of organisations, which has important implications for how consumers, channels and companies perform. Students will learn to set objectives, develop website and mobile marketing campaigns, measure campaigns results, utilise lead generation media technologies and appraise the macro-environmental issues affecting digital marketing developments, such as privacy and data protection issues. This unit also covers the use of digital marketing analytics tools that are used to gather data on website/mobile app efficiency, purchase behaviour, and digital consumers' attitudes. Upon completion of the unit, students will be able to critically judge the characteristics of different lead generation media and create web and mobile marketing campaigns with targeted objectives and outcome measurements.

Competencies

- Take responsibility for contributing to professional knowledge and practice by evaluating how to efficiently use various lead generation media and professional web and mobile marketing approaches to promote goods and services on Internet;
- Has the learning skills to allow continuation to study various web and mobile marketing domains in a manner that may be largely self-directed or autonomous;
- Take responsibility for adapting the management of website and mobile marketing projects reflecting the dynamic nature of the digital environment and changing circumstances related to emerging techniques, technologies, and methodologies around SEM, SEO, ASO, and UX.

Strategic Marketing

This module examines major forces impacting marketing strategy, such as external environment, consumer behaviour, changing target markets and digital developments, and provides students with knowledge, skills and competencies in a range of techniques required to direct the strategic marketing planning process such as strategic analysis, implementation and marketing control. Topics include diagnosing marketing challenges, identifying opportunities and developing a marketing strategy. Upon completion of the module students will demonstrate capability in using knowledge and skills of strategic marketing to evaluate market opportunities and propose appropriate marketing strategies to achieve competitive advantage in a variety of global and dynamic market contexts.

Competencies

- Demonstrate the ability to respond to the fast-changing business environment by designing appropriate marketing strategies to achieve competitive advantage in a variety of global and dynamic market contexts;
- Create a research-based diagnosis to problems in strategic marketing by using evidence-based data mining techniques and making judgements about organisational external environment with incomplete or limited information;
- Take responsibility for contributing to professional practice by proposing creative marketing programmes and comprehensively exploring the emerging practices in digital marketing and in using technology to conduct marketing research.

E-Commerce and Digital Customer Loyalty

This unit looks at e-commerce as a source of innovation opportunities in relation with products, processes, customers, and omnichannel marketing strategies and presents e-commerce as a wider concept that includes activities that cover all e-commerce business processes from back-office to front-office incorporating the relationships between the organisation itself and its marketing, IT, and digital operations units and digital customers. The unit comprehensively reviews digital customer acquisition and retentions strategies and best practices in digital customer loyalty programmes' design. Upon completion of the unit, students will demonstrate capability in using knowledge and skills of e-commerce management to holistically manage different functional areas within an e-commerce business, starting from technology requirements and digital operations to designing e-commerce loyalty programmes and ensuring recurrent sales in digital environments.

Competencies

- Create a research-based diagnosis to problems in e-commerce management by integrating knowledge from new or interdisciplinary fields such as digital and automation marketing, operations, and strategic management, and make judgements on prospects of success of a particular e-commerce business with incomplete or limited information;
- Has the learning skills to allow continuation to study various e-commerce management domains in a manner that may be largely self-directed or autonomous;
- Take responsibility for contributing to professional knowledge and practice by evaluating how to use various e-commerce management strategies in order to attract and retain digital customers and increase revenues of an e-commerce business.

Business Intelligence in the Era of Big Data and AI

Capturing value from data is the new normal and transformational lever towards more digital and sustainable societies. Big data and Artificial Intelligence arise as the newest foundational elements: the former enables the possibility to manage unprecedented volume of data, variety of data sources, and velocity of data update ingested by new technologies while the latter facilitates the intelligent processing of information (without human intervention in most cases) to capture value added information to streamline processes and enhance current services or products. This unit will equip students with a fundamental understanding of the approaches to Business Intelligence and to the new data-driven business models. Upon completion of the unit students will demonstrate capability in using knowledge and skills of Big Data and Artificial Intelligence in implementing a Business Intelligence strategy in the fast-changing data-driven business ecosystem.

Competencies

- Take responsibility for contributing to professional knowledge by being a driver of adoption and implementation of Big Data and Artificial Intelligence technologies in organisations;
- Take responsibility for initiating strategic actions grounded on Business Intelligence diagnosis and for leading an organisation into a new direction;
- Has the learning skills to allow continuation to study new technological trends in Big Data and Artificial Intelligence and to evaluate their impact in a manner that may be largely self-directed or autonomous;
- Manage and transform work or study contexts that are complex and unpredictable that require new strategic approaches by using data analytics techniques and artificial intelligence solutions for business.