

# Course Description – Curriculum 2018

**Subject:** MK319 Digital Marketing Strategy

**Credits:** 3

**Prerequisite:** MK312

**Description:** Digital marketing strategy course is to educate students to understand how to applying digital technologies to craft marketing strategy in responding consumer and business market in digital era. The content of this course contains four parts that are issue and challenges of digital technologies in marketing competitive landscape, leveraging digital technologies to gain competitive advantage, digital marketing strategy formulation, and designing metrics to measure the success of digital marketing strategy.