

MAKERERE UNIVERSITY BUSINESS SCHOOL

FACULTY OF MARKETING AND INTERNATIONAL BUSINESS

DEPARTMENT OF MARKETING & MEDIA STUDIES

BACHELOR OF MARKETING

COURSE: Principles of Digital Marketing

COURSE CODE: BSM3106

YEAR: Three

SEMESTER: One

ACADEMIC YEAR: 2026/2027

COURSE OUTLINE

1.0 COURSE DESCRIPTION:

This course introduces students to the digital marketing environment and the digital marketing channels. This is based on the fact that most of the dynamic and effective innovations in marketing are presenting themselves in digital channels which have the power to drive marketing strategy and enhance the competitiveness of firms. Students pursuing this course learn about digital marketing, search engine marketing, e-mail and mobile marketing, social media marketing, video marketing and pay-per-click advertising.

2.0 Course Objectives:

The main objectives of this course are:

- To enable learners to understand why and how to use digital marketing for multiple goals within a larger marketing and/or media strategy.
- To enable learners to acquire knowledge of and understand the major digital marketing channels - online advertising: digital display, video, mobile, search engine, and social media.
- To facilitate learners in acquiring knowledge on how to measure digital marketing efforts and determine its ROI.
- To expose learners to the latest digital ad technologies.

- Introduce learners to non-internet channels of used to advertise products and services.

3.0 Learning Outcomes:

At the end of the course learners will be able to:

- Integrate marketing knowledge in relation to digital marketing and media and apply it to develop marketing strategies.
- Demonstrate knowledge on how to develop, evaluate, and execute a comprehensive digital marketing strategy and plan.
- Know the fundamentals of running online ad campaigns and interpreting their results.
- To evaluate and/or measure the impact of digital marketing efforts on the marketing performance of a commercial organizations
- Increase uptake of the digital opportunities (Gig Economy).

4.0 Course Facilitators:

- **Mr. Timothy Kimera (+256 776 756298)**
- **Ms. Nyesiga Catherine (+256 777 693000)**
- **Ms. Yvonne Nakabiri (+256 754 385345)**
- **Ms. Angella Nassimbwa (+256 705 893721)**

5.0 Assessment

Coursework – 30%

Final Exam - 70%

Total - 100%

COURSE CONTENT

MODULE 1: Course Introduction and Onboarding	*Timothy
MODULE 2: Introduction to Digital Marketing	*Timothy
MODULE 3: Digital Marketing Strategy and Planning	*Timothy
MODULE 4: Content Marketing	*Catherine
MODULE 5: Search Engine Optimization (SEO)	* Catherine
MODULE 6: Social Media Marketing	* Angella
MODULE 7: Paid Advertising (PPC)	* Angella
MODULE 8: Email Marketing	*Catherine
MODULE 9: Affiliate Marketing	*Yvonne
MODULE 10: Future Trends in Digital Marketing	* Yvonne
MODULE 11: Freelancing And Consulting in Digital Marketing	Yvonne & Maarifasasa.
MODULE 12: Student Class Project Work	*Team

References, Further Reading & Resources:

- **Books:**
 - **The Marketing Performance Blueprint** by Paul Roetzer
 - **Marketing 5.0: Technology for Humanity** by Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan
- **Websites:**
 - **AI Marketing World:** (<https://www.aimarketingworld.com/>)
 - **Harvard Business Review on AI:** (<https://hbr.org/topic/artificial-intelligence>)

Additional Reading List and Reference Materials

Essential digital marketing tools. (2016). Smart Insights (Marketing Intelligence) Limited.

Hemann, C., & Burbary, K. (2013). *Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World.* (G. Wiegand, K. Bull, D. Martelli, C. Kughen, K. Hart, A. Beaster, ... C. Teeters, Eds.). Que Publishing.

Ian, D. (2016). *The Art of Digital Marketing - The Definitive Guide to Creating Strategic, Targeted and Measurable Online Campaigns.* New Jersey: John Wiley & Sons, Inc.

Jarvinen, J. (2016). *The Use of Digital Analytics for Measuring and Optimizing Digital Marketing Performance.* (T. Takala, P. Olsbo, & V. Lorkiakangas, Eds.). University of Jyväskylä.

Kotler, P. (2017). *Marketing 4.0 - Moving from Traditional to Digital.* New Jersey: John Wiley & Sons, Inc.

Lockett, A. R. (2018). *Online Marketing Strategies for Increasing Sales Revenues of Small Retail Businesses.* Walden University.

Satpathy, T. (2017). *A Guide to the DIGITAL MARKETING BODY OF KNOWLEDGE.* SMstudy.

Stokes, R. (2013). *eMarketing - The essential guide to marketing in a digital world* (5th ed.). Quirk Education Pty (Ltd).

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