اعتماد
NCAAA

T4

2020

Course Specifications

Course Title:	E-Marketing
Course Code:	MKT1313
Program:	Bachelor in Marketing
Department:	Marketing
College:	College of Business Administration
Institution:	Dar Al Uloom University

Table of Contents

A. Course Identification

1. Credit hours: 3 Hours

2. Course type

a. University ☐ College ☐ Department **X** Others ☐

b. Required **X** Elective ☐

3. Level/year at which this course is offered:
Level 5/ 3Year

4. Pre-requisites for this course (if any)**:** MKT1221, MIS1221

5. Co-requisites for this course (if any)**:**
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6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	45

B. Course Objectives and Learning Outcomes

1. Course Description

It will provide students with a thorough understanding of the principles and practices of using the Internet to market goods and services. It examines the demographics of the Internet and the various business models employed in online marketing, explores techniques and methodologies for conducting online market research and developing competitive intelligence in an organization. In addition, the course details processes for planning and implementing a comprehensive e-marketing strategy using alternative online pricing strategies, Web-based advertising and promotion, and Internet distribution channels; it also considers other critical issues, such as customer acquisition and retention and the challenges faced by firms in the application of e-marketing strategies in global markets.

2. Course Main Objectives

The objectives for this course is to:
1. Identify the opportunities and threats and of e-marketing.
2. Understand the strategy paradigm base on customer acquisition, lead conversion, customer retention, and growing customer value.
3. Show that digital marketing is only effective if strategies and messages are integrated across media.

4. Explain technological subjects in a manner that can be successfully grasped by students with only introductory or user-level familiarity with computer technology.
5. Discuss the planning, development, execution, and evaluation of e-marketing campaigns across multiple channels.

3. Course Learning Outcomes

	CLOs	Aligned PLOs
1	**Knowledge:**	
1.1	Possess knowledge and understanding of the impact of electronic environment on planning, strategies selection, implementation and evaluation.	K.1
1.2	Exhibit specialized knowledge about the implications of marketing strategies, segmenting, targeting, positioning, and differentiation on the website design.	K.3
1.3	Demonstrate advanced knowledge about the requirements for developing a E-Marketing Plan.	K.2
1.4	Possess knowledge about the role of content marketing.	K.4
2	**Skills:**	
2.1	Communicate effectively the environmental factors affecting e-marketing decisions.	S.3
2.2	Apply the concepts, principles, and theories, related to e-marketing	S.1
3	**Values:**	
3.1	Exhibit interpersonal skills necessary in developing e-marketing activities.	V.1
3.2	Self-evaluate abilities in pursuit of innovative and practical solutions for e-marketing problems.	V.2
3.3	Effectively lead professional teams to show entrepreneurial skills and participate in implementing and coordinating organizational actions in e-marketing.	V.3

C. Course Content

No	List of Topics	Contact Hours
1	Internet & mobile marketing in the digital ecosystem	3
2	The direct response and database foundations of Internet marketing	3
3	Social media marketing as a cornerstone of strategy	6
4	Display and mobile advertising for customer acquisition	6
5	Content marketing	6
6	Email marketing to build consumer and business relationships	3
7	Search engine marketing	6
8	Mobile marketing	6
9	Measuring and evaluating digital marketing programs	6
Total		**45**

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	**Knowledge**		
1.1	Possess knowledge and understanding of the impact of electronic environment on planning, strategies selection, implementation and evaluation.	• Direct (Lectures and Discussion)	Written test • True/False • MCQs Essay questions
1.2	Exhibit specialized knowledge about the implications of marketing strategies, segmenting, targeting, positioning, and differentiation on the website design.	• Interactive learning	
1.3	Demonstrate advanced knowledge about the requirements for developing a E-Marketing Plan.		
1.4	Possess knowledge about the role of content marketing.		
2.0	**Skills**		
2.1	Communicate effectively the environmental factors affecting e-marketing decisions.	• Direct (Lectures and Discussion)	• Essay • Assignment Case study
2.2	Apply the concepts, principles, and theories, related to e-marketing	• Interactive learning	
3.0	**Values**		
3.1	Exhibit interpersonal skills necessary in developing e-marketing activities.	• Students group Independent study (Group project)	• Course project (Rubric) Presentations (Rubric)
3.2	Self-evaluate abilities in pursuit of innovative and practical solutions for e-marketing problems.		
3.3	Effectively lead professional teams to show entrepreneurial skills and participate in implementing and coordinating organizational actions in e-marketing.	• Students group Independent study (Group project)	

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz		10%
2	Homework/Assessments/Projects		20%
3	Mid term		30%
4	Final Exam		40%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:
1. Eight Office hours weekly can be booked through the students' SIS account. 2. Online discussion through the LMS forums and instant messaging. 3. Instructor email available in the course syllabus. 4. Occasional mobile calls or SMS for urgent messages.

F. Learning Resources and Facilities

1.Learning Resources

Required Textbooks	Zahay, D. & Frost, R. (2018), Internet Marketing: Integrating Online & Offline Strategies in a Digital Environment, Cengage Learning Inc.: Boston.
Essential References Materials	Journal of Information System – Elsevier
Electronic Materials	Documents from the Saudi Electronic Library and various websites.
Other Learning Materials	www.Amazon

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom.
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show + smart boards, Cengage Learning System
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Internet access point.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
End of semester Course Evaluation.	Students	Indirect
Effectiveness of teaching and assessment.	Peer reviewer	Indirect
Course learning outcomes assessment.	Faculty members	Direct
Quality of learning resources	Students	Indirect

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)
Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify)

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	MKT department council
Reference No.	Council meeting No.1
Date	29/07/2022