

## Course Syllabus

1	<b>Course title</b>	Electronic Marketing	
2	<b>Course number</b>	1604315	
3	<b>Credit hours</b>	3	
	<b>Contact hours (theory, practical)</b>		
4	<b>Prerequisites/corequisites</b>	Principles of Marketing and Consumer Behavior	
5	<b>Program title</b>	Bachelor in Marketing	
6	<b>Program code</b>		
7	<b>Awarding institution</b>		
8	<b>School</b>	Business	
9	<b>Department</b>	Marketing	
10	<b>Course level</b>	4	
11	<b>Year of study and semester (s)</b>	2022/2023 First	
12	<b>Other department (s) involved in teaching the course</b>		
13	<b>Main teaching language</b>	English	
14	<b>Delivery method</b>	xFace to face learning <input type="checkbox"/> Blended <input type="checkbox"/> Fully online	
15	<b>Online platforms(s)</b>	xMoodle   xMicrosoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom <input type="checkbox"/> Others.....	
16	<b>Issuing/Revision Date</b>		

### 17 Course Coordinator:

Name: Rami Mohammad Al-dweeri

Contact hours: 10:00-11:00

Office number:

Phone number:

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### 18 Other instructors:

Name:

Office number:

Phone number:

Email:

Contact hours:

Name:

Office number:

Phone number:

Email:

Contact hours:

### 19 Course Description:

This class will focus on the dynamic, interactive and ever evolving field of Internet Marketing, which in the past decade has emerged as an integral part of most brands' marketing strategies for acquiring and retaining customers. This course aims to arm students with a comprehensive understanding of the field of Internet Marketing from both a strategic and tactical perspective. The course will combine theory and practice in an extremely interactive, iterative environment. Class work will be supplemented by real world exercises by students and guest lectures from experienced practitioners.



**20 Course aims and outcomes:**

A- Aims:

B- Students Learning Outcomes (SLOs):

Upon successful completion of this course, students will be able to:

SLOs SLOs of the course	SLO (1)	SLO (2)	SLO (3)	SLO (4)
1 To understand the difference between traditional marketing and digital marketing with its mix	X			
To evaluate the importance of different customer experience stages within the digital marketing arena		X		X
To develop an understanding of customer interface with the focus on the 7cs			X	X
To Understand the process of building electronic customer relationship			X	X
To evaluate the use of different use of online marketing communications	X	X	X	X
6				

## 21. Topic Outline and Schedule:

Week	Lecture	Topic	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
1	1.1	Introduction to internet marketing	1	Face to Face				
	1.2							
	1.3							
2	2.1	Introduction to internet marketing	1	Face to Face				
	2.2							
	2.3							
Week	Lecture	Topic	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
3	3.1	Customer Experience	2	Face to Face				
	3.2							
	3.3							
4	4.1	Customer Experience		Face to Face				
	4.2							
	4.3							
5	5.1	Customer Interface	3					
	5.2							
	5.3							
6	6.1	Customer Relationships	4	Face to Face				

	6.2							
	6.3							
7	7.1	Online Marketing Communications	5	Face to Face				
	7.2							
	7.3							
8	8.1	Online Marketing Communications	5	Face to Face				
	8.2							
	8.3							
9	9.1	The Role of Social Media Marketing	5	Face to Face				
	9.2							
	9.3							
10	10.1	The Role of Social Media Marketing	5					
	10.2							
	10.3							
11	11.1	Social Media Marketing Identifying Target Audiences	5	Face to Face				
	11.2							
	11.3							
12	12.1	SEO	5	Face to Face				

	12.2							
	12.3							
13	13.1	SEO	5	Face to Face				
	13.2							
	13.3							
14	14.1	Adwords	5	Face to Face				
	14.2							
	14.3							
15	15.1	Practices	5	Face to Face				
	15.2							
	15.3							

## 22 Evaluation Methods:

Opportunities to demonstrate achievement of the SLOs are provided through the following assessment methods and requirements:

Evaluation Activity	Mark	Topic(s)	SLOs	Period (Week)	Platform
Midterm exam	30			8	
Project	10			13	
Assignments	5				Models
Participation	5				
Final Exam	50			16	

## 23 Course Requirements



**(e.g: students should have a computer, internet connection, webcam, account on a specific software/platform...etc):**

#### **24 Course Policies:**

A- Attendance policies:

Students are not allowed to miss more than 15% of the classes during the semester. Failing to meet this requirement will be dealt with according to the university disciplinary rules.

B- Absences from exams and submitting assignments on time:

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior:

E- Grading policy:

F- Available university services that support achievement in the course:

#### **25 References:**

A- Required book(s), assigned reading and audio-visuals:

Internet Marketing: Integrating Online and Offline Strategies, Roberts Zahay, 3<sup>rd</sup> edition. South western

B- Recommended books, materials, and media:

#### **26 Additional information:**





Name of Course Coordinator: Dr. Rami Mohammad Al-dweeri Signature: ----- Date: ----- -----
Head of Curriculum Committee/Department: ----- Signature: ----- ---
Head of Department: ----- Signature: ----- -
Head of Curriculum Committee/Faculty: ----- Signature: ----- -
Dean: ----- Signature: -----