


**Form:
Course Syllabus**

Form Number	EXC-01-02-02A
Issue Number and Date	2/3/24/2022/2963 05/12/2022
Number and Date of Revision or Modification	2023/10/15
Deans Council Approval Decision Number	265/2024/24/3/2
The Date of the Deans Council Approval Decision	2024/1/23
Number of Pages	06

1. Course Title	Digital Marketing
2. Course Number	1604230
3. Credit Hours (Theory, Practical)	3
3. Contact Hours (Theory, Practical)	3
4. Prerequisites/ Corequisites	Principles of Marketing and Consumer Behavior
5. Program Title	Bachelor in Marketing
6. Program Code	
7. School/ Center	Business
8. Department	Marketing
9. Course Level	4
10. Year of Study and Semester (s)	2025-2026 1st
11. Program Degree	
12. Other Department(s) Involved in Teaching the Course	
13. Learning Language	English
14. Learning Types	<input type="checkbox"/> Face to face learning <input type="checkbox"/> Blended <input type="checkbox"/> Fully online
15. Online Platforms(s)	<input type="checkbox"/> Moodle <input type="checkbox"/> Microsoft Teams
16. Issuing Date	
17. Revision Date	

18. Course Coordinator:

Name: Rami Mohammad Aldweeri	Contact hours: 11:30-12:30
Office number:	Phone number:
Email:	



19. Other Instructors:

Name:

Office number:

Phone number:

Email:

Contact hours:

Name:

Office number:

Phone number:

Email:

Contact hours:

20. Course Description:

As stated in the approved study plan.

This class will focus on the dynamic, interactive and ever evolving field of Digital 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 Digital 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.

21. Program Intended Learning Outcomes: (To be used in designing the matrix linking the intended learning outcomes of the course with the intended learning outcomes of the program)

PLO's	*National Qualifications Framework Descriptors*		
	Competency (C)	Skills (B)	Knowledge (A)
1.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>



4.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

* Choose only one descriptor for each learning outcome of the program, whether knowledge, skill, or competency.

22. Course Intended Learning Outcomes: (Upon completion of the course, the student will be able to achieve the following intended learning outcomes)

Course ILOs #	The learning levels to be achieved						Competencies
	Remember	Understand	Apply	Analyse	Evaluate	Create	
1.	x	x					
2.	x			x			
3.	x						
4.						x	
5.			x				

23. The matrix linking the intended learning outcomes of the course -CLO's with the intended learning outcomes of the program -PLOs:

PLO's * CLO's	1	2	3	4	5	Descriptors**		
						A	B	C
1	x							
2				x				
3			x					
4		x			x			
5	x	x						
6			x		x			
7		x		x				
8	x				x			

*Linking each course learning outcome (CLO) to only one program outcome (PLO) as specified in the course matrix.



**Descriptors are determined according to the program learning outcome (PLO) that was chosen and according to what was specified in the program learning outcomes matrix in clause (21).

24. Topic Outline and Schedule:

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



6	6.1			Online				
	6.2	Customer Relationships						
	6.3		4	Face to Face				
7	7.1				Microsoft Teams			
	7.2			Online				
	7.3	Online Marketing Communications	5	Face to Face	Microsoft Teams			
8	8.1							
	8.2			Online				
	8.3	Online Marketing Communications	5	Face to Face	Microsoft Teams			
9	9.1							
	9.2			Online				
	9.3	The Role of Social Media Marketing	5	Face to Face	Microsoft Teams			
10	10.1							
	10.2			Online				
	10.3	The Role of Social Media Marketing	5		Microsoft Teams			
11	11.1							
	11.2			Online				
	11.3	Social Media Marketing Identifying Target Audiences	5	Face to Face	Microsoft Teams			
12	12.1							
	12.2			Online				
	12.3	SEO	5	Face to Face	Microsoft Teams			
13	13.1							
	13.2			Online				
	13.3	SEO	5	Face to Face	Microsoft Teams			
14	14.1							
	14.2			Online				



	14.3	Adwords	5	Face to Face	Microsoft Teams			
15	15.1							
	15.2			Online				
	15.3	Practices	5	Face to Face	Microsoft Teams			

25. Evaluation Methods:

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

Evaluation Activity	*Mark wt.	CLO's					
		1	2	3	4	5	6
First Exam	30						
Second Exam –If any							
Final Exam	50						
**Class work	10						
Projects/reports	5						
Research working papers							
Field visits							
Practical and clinical							
Performance Completion file							
Presentation/exhibition	5						
Any other approved works							
Total 100%							

* According to the instructions for granting a Bachelor's degree.

**According to the principles of organizing semester work, tests, examinations, and grades for the bachelor's degree.



Mid-term exam specifications table*

No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CLO/Weight	CLO no.
Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30					
2	2	2	5	5	6	4	30	22	10%	1

Final exam specifications table

No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CLO Weight	CLO no.
Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30					
2	2	2	5	5	6	4	50	22		1
										2
										3
										4
										5

26. Course Requirements:

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

27. Course Policies:



- A- Attendance policies:
- 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:

28. References:

- A- Required book(s), assigned reading and audio-visuals:
Internet Marketing: Integrating Online and Offline Strategies, Roberts Zahay, 3rd edition. South western
- B- Recommended books, materials, and media:

29. Additional information:

Name of the Instructor or the Course Coordinator:	Signature:	Date:
Rami Aldweiri	
Name of the Head of Quality Assurance Committee/ Department	Signature:	Date:
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Name of the Head of Department	Signature:	Date:
.....
Name of the Head of Quality Assurance Committee/ School or Center	Signature:	Date:
.....
Name of the Dean or the Director	Signature:	Date:
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