

Philadelphia University	 PHILADELPHIA UNIVERSITY THE WAY TO THE FUTURE	Approved Date: 1/9/2024
Faculty: Business		Issue: 2
Department: E-Marketing and social media		Credit Hours: 3 hours
Academic Year: 2025/2026		Degree: Bcs. E-Marketing and social media

Course Information

Course No.	Course Title	Prerequisite
03523300	Content Creation	(60 hours)
Course Type		Class Time
☐ University Requirement ☐ Faculty Requirement ☐ Major Requirement ☒ Elective ☐ Compulsory		Sat, Mon 12:40-13:30
Course Level*		Room No.
☐ 6 th ☒ 7 th ☐ 8 th ☐ 9 th		32104
		Hours No.*
		90

*According to JNQF standards

Instructor Information

Name	Office No.	Phone No.	Office Hours	E-mail
Faisal Kokash	32406	2384	Sat, Mon 11:00-12:00	fkokash@philadelphia.edu.jo

Course Delivery Method

☒ Blended	☐ Online	☐ Physical
Learning Model		
Percentage	Synchronous	Asynchronous
	--	30%
		70%

Course Description

This course will help the students discover how to create engaging and impactful content, aligned with the brand's values, to attract, engage, and delight the audience through each stage of the buyer's journey. Students will gain the skills to develop a comprehensive content plan, optimise content for social media, and learn the best practices for effective content promotion. Also, students will dive into content creation for the movie industry. At the end, students will be able to create digital content on social media platforms.

Course Learning Outcomes

Number	Outcome	Corresponding Program Outcomes
Knowledge		
K1	Describe the principles, concepts and theories of content creation and e-marketing.	Kp1
K2	Explaining the various e-marketing strategies and technological tools used in implementing and evaluating content creation plans.	Kp2
K3	Explaining the components of the electronic marketing environment and their impact on marketing management decisions and achieving organizational goals.	Kp3
K4	Analyzing different types of marketing data and how to manage content using traditional and technological methods.	Kp4
Skills		
S1	Communicate effectively and efficiently with others in both Arabic and English, whether through oral conversations or preparing reports and presentations.	Sp1
S2	Employing technology in collecting and interpreting marketing data and information.	Sp2
S3	Using critical thinking skills to make marketing decisions and solve problems and issues of individuals, work, and society.	Sp3

Learning Resources

Course Certificate (10 Points)	https://academy.hubspot.com/courses/content-marketing
Supporting Websites	https://academy.hubspot.com/courses/content-strategy?_gl=1*1lhfun*_gcl_au*Mjg3MDg1NTU0LjE3NTkzMjcYNTA.*FPAU*NDIxMjk2NDcuMTc1ODc0MTU2OA..*_ga*MTI2NTQ3OTEzNy4xNzU4NzQxNTY4*_ga_LXTM6CQ0XK*czE3NTkzMjcYNTAkbnZkZzAkdDE3NTkzMjcYNTAkajYwJGwwJGgw*_fplc*YmNtNzdGRWFqJTJCWFZKTnlReUVqWVZJU2dYbUtubGhXWk9ScGczUDgyJTJCeElyUGNHYjBGMtDd3olMkJSVnRWSjEzSFdidTZVcE03cjY3VzVMSVE3S1hvOFJBWFJlQnN0cUElMkIdDhwQlVnM1g3OCUyQjNTU283SE1ybDdzSDVwOXF4dyUzRCUzRA.. (Miller, 2018) Miller, D. (2018). Building A story brand: Clarify your message so customers will listen. Thomas Nelson.
Teaching Environment	☒ Classroom ☐ Laboratory ☒ Learning Platform ☐ Other

Meetings and Subjects Timetable

Week	Topic	Learning Method*	Task	Learning Material
1	Course introduction	Orientation	• Introduce the instructor • Meet students • Class ground rules • Syllabus introduction	Syllabus
2	• What is Content Creation • Why Content Creation Matters • Generating Content Ideas • Topical Content vs. Evergreen Content	• Lecture • Collaborative learning	• Read Chapter • Discussions	Chapter 1a
3	• Types of Content • Understanding Your Audience • The Power of Storytelling	• Lecture • Collaborative learning	• Read Chapter • Discussions • Quiz 1 (10%)	Chapter 1b
4	• Post Anatomy • Build The Perfect Post • Know Your Networks	• Lecture • Activity	• Read Chapter • Discussion • Activity	Chapter 2a
5	• Know Your Networks	• Lecture • Collaborative learning	• Read Chapter • Discussion • Homework 1 (10%)	Chapter 2b
6	• Content Pillars • Publish at the “Right” Time	• Lecture • Activity	• Read Chapter • Discussion • Activity	Chapter 3a

7	• How to Build a Content Marketing Strategy • Influencer Marketing	• Lecture • Activity	• Read Chapter • Discussion • Activity	Chapter 3b
8	Midterm Exam (30%) Chapter 1,2,3			
9	• Content Marketing Funnel • Marketing Funnel Tier Contents	• Lecture • Activity	• Read Chapter • Discussion • Activity	Chapter 4a
10	• Call-To-Action • Viral Ads	• Lecture • Activity	• Read Chapter • Discussion • Activity	Chapter 4b
11	• Movies Marketing and PESO Model. • Movie Marketing Content. • Movie Marketing Planning.	• Lecture • Activity	• Read Chapter • Discussion • Activity	Chapter 5a
12	• Best Movies Marketing Campaigns.	• Lecture • Activity	• Read Chapter • Discussion • Activity	Chapter 5b
13	• Create a digital content on social media platforms	• Lecture • Activity • Social media platforms • Canva	• Project-based Learning • Discussion • Activity	Project-based Learning
14	• Create a digital content on social media platforms	• Lecture • Activity • Social media platforms • Canva	• Project-based Learning • Discussion • Activity	Project-based Learning

15	Final Exam Project explanation	- Lecture - Collaborative learning	- Project-based Learning - Certification (10%)	Project-based Learning
16	Final Exam (40%) Group Project Presentations Chapter 1,2,3,4,5			

*Includes: lecture, flipped Class, project based learning, problem solving based learning, collaboration learning.

Course Contributing to Learner Skill Development

Using Technology
- Students will use several offline software (i.e Microsoft Office) or online software (i.e Prezi and Google Slides) to deliver their presentations. - Students will use the internet search engines to capture needed data and information to perform their assignments. - Students will use the electronic email for submitting the required documents.
Communication Skills
- Students will develop their verbal and nonverbal communication skills by participating in classroom activities, group work, and presentations. - Students will use creative and critical thinking while participating in classroom discussions, solving issues, and performing various assignments.
Application of Concept Learnt
Students will reflect on the acquired knowledge of marketing concepts, principles, and models using adult learning methods (i.e Experiential and project-based learning)

Assessment Methods and Grade Distribution

Assessment Methods	Grade	Assessment Time (Week No.)	Course Outcomes to be Assessed
Term Works	% 30	Quiz 1 (10%) Homework 1 (10%) Certificate (10%)	K1, K2, K3
Midterm Exam	% 30	E-Learning Exam (%30) Chapter 1,2,3	K1, K2, K3, K4 S2
Final Exam	% 40	Group project (%40) Chapter 1,2,3,4,5	K1, K2, K3, K4 S1, S2, S3

Total	%100		

Alignment of Course Outcomes with Learning and Assessment Methods

Number	Learning Outcomes	Learning Method*	Assessment Method**
Knowledge			
K1	Describe the principles, concepts and theories of content creation and e-marketing.	• Lecture • Flipped class	• In-class Activities • Quiz • Exam • Homework • Certificate
K2	Explaining the various e-marketing strategies and technological tools used in implementing and evaluating content creation plans.	• Lecture • Collaborative learning	• In-class Activities • Quiz • Exam • Homework • Certificate
K3	Explaining the components of the electronic marketing environment and their impact on marketing management decisions and achieving organizational goals.	• Lecture • Collaborative learning • Problem solving based learning.	• In-class Activities • Quiz • Exam • Homework • Certificate
K4	Analyzing different types of marketing data and how to manage content using traditional and technological methods.	• Lecture • Collaborative learning • Problem solving based learning.	• In-class Activities • Exam
Skills			
S1	Employ the tools of electronic marketing in all forms; written, visual and oral to prepare e-marketing strategies.	• Collaborative learning	• In-class activities • Exam
S2	Employing technology in collecting and interpreting marketing data and information.	• Collaborative learning • Problem solving based learning.	• Project based learning • Exam
S3	Using critical thinking skills to make marketing decisions and solve problems and issues of individuals, work, and society.	• Collaborative learning • Problem solving based learning.	• Project based learning • Exam

*Include: lecture, flipped class, project based learning, problem solving based learning, collaboration learning.

** Include: quizzes, in-class and out of class assignments, presentations, reports, videotaped assignments, group or individual projects.

Course Policies

Policy	Policy Requirements
Passing Grade	The minimum pass for the course is (50%) and the minimum final mark is (35%).
Missing Exams	- Anyone absent from a declared semester exam without a sick or compulsive excuse accepted by the dean of the college that proposes the course, a zero mark shall be placed on that exam and calculated in his final mark. - Anyone absents from a declared semester exam with a sick or compulsive excuse accepted by the dean of the college that proposes the course must submit proof of his excuse within a week from the date of the excuse's disappearance, and in this case, the subject teacher must hold a compensation exam for the student. - Anyone absents from a final exam with a sick excuse or a compulsive excuse accepted by the dean of the college that proposes the material must submit proof of his excuse within three days from the date of holding that exam.
Attendance	The student is not allowed to be absent more than (15%) of the total hours prescribed for the course, which equates to six lecture days (n t) and seven lectures (days). If the student misses more than (15%) of the total hours prescribed for the course without a satisfactory or compulsive excuse accepted by the dean of the faculty, he is prohibited from taking the final exam and his result in that subject is considered (zero), but if the absence is due to illness or a compulsive excuse accepted by the dean of the college that the article is introduced, it is considered withdrawn from that article, and the provisions of withdrawal shall apply to it.
Academic Integrity	Philadelphia University pays special attention to the issue of academic integrity, and the penalties stipulated in the university's instructions are applied to those who are proven to have committed an act that violates academic integrity, such as cheating, plagiarism (academic theft), collusion, intellectual property rights.

Program Learning Outcomes to be Assessed in this Course

Number	Learning Outcome	Course Title	Assessment Method	Targeted Performance level

Description of Program learning Outcomes Assessment Method

Number	Detailed Description of Assessment