

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
0352315	Digital Marketing Strategy	0352200
Course Type		Class Time
☐ University Requirement ☐ Faculty Requirement ☒ Major Requirement ☐ Elective ☐ Compulsory		Sat, Mon 09:45-10:35
Course Level*		Hours No.*
☐ 6 th ☒ 7 th ☐ 8 th ☐ 9 th		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 provides students with the essential knowledge and tools to develop and implement a successful e-marketing strategy. Delving into the evolution of digital marketing, the course will guide learners in understanding the digital consumer's behaviour, creating buyer personas, and setting SMART goals. Through an exploration of various digital strategies, including but not limited to market segmentation approaches, targeting and positioning. Students will learn to devise comprehensive digital marketing plans, establish key performance indicators, and navigate the competitive edge of today's digital marketplace. At the end of the course, students will address and explain the key issues and challenges in product, pricing, place and promotion strategy.

Course Learning Outcomes

Number	Outcome	Corresponding Program Outcomes
Knowledge		
K1	Define core digital marketing strategy concepts and elements.	Kp1
K2	Recognize the usage of electronic marketing tools that help in applying e-marketing strategies.	Kp2
K3	Formulate strategies and make decisions in line with the field's digital marketing with the Business environment.	Kp3
Skills		
S1	Employ the tools of electronic marketing in all forms; written, visual and oral to prepare e-marketing strategies.	Sp1

Learning Resources

Course Textbook	O.C. Ferrell, Michael D. Hartline, Bryan W. Hochstein, Marketing Strategy, Eighth Edition. © 2022 Cengage. All Rights Reserved. May not be scanned, copied or duplicated, or posted to a publicly accessible website, in whole or in part.
Supporting Websites	www.ebsco.com http://library.philadelphia.edu.jo/ST_EN.htm https://bit.ly/3vbIsIH (APA7 Referencing)
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	• Describe the challenges and opportunities of marketing in today's economy • Define marketing • Explain basic marketing concepts • Discuss major marketing activities and decisions • Describe some of the challenges involved in developing marketing strategy	• Lecture • Collaborative learning	• Read Chapter • Discussions	Chapter 1
3	• Define strategic marketing planning • Understand mission statements and vision statements • Describe a corporate or business-unit strategy	• Lecture • Collaborative learning	• Read Chapter • Discussion • Quiz 1 (5%)	Chapter 2a
4	• Describe the components of the marketing plan • Explain crisis management • Understand the importance of customer-focused strategic planning and balanced strategic	• Lecture • Collaborative learning	• Read Chapter • Discussion • Activity	Chapter 2b
5	• Understand buyer behavior in consumer markets • Understand buyer behavior in business markets	• Lecture • Collaborative learning	• Read Chapter • Discussion • Activity	Chapter 5a
6	• Explain market segmentation approaches • Describe how to identify market segments • Describe target marketing strategies	• Lecture • Collaborative learning	• Read Chapter • Discussion • Activity	Chapter 5b

7	- Understand and explain key issues and challenges in product strategy - Understand key issues in pricing strategy - Describe supply chain strategy and strategic supply chain issues	- Lecture - Collaborative learning	- Read Chapter - Discussion - Activity	Chapter 6a
8	Midterm Exam (30%) Chapter 1,2,5			
9	- Explain the components of integrated marketing strategy - Describe the strategic implementation of personal selling and sales management	- Lecture - Collaborative learning	- Read Chapter - Discussion - Classwork 1 (10%)	Chapter 6b
10	- Define brand, brand name, and brand mark - Understand strategic issues in branding	- Lecture - Collaborative learning	- Read Chapter - Discussion - Activity	Chapter 7a
11	- Understand how branding is tied to differentiation and positioning - Describe the product life cycle	- Lecture - Collaborative learning	- Read Chapter - Discussion - Activity	Chapter 7b
12	- Define marketing implementation - Explain strategic issues in marketing implementation - Understand approaches to marketing	- Lecture - Collaborative learning	- Read Chapter - Discussion - Activity	Chapter 9a
13	- implementation - Describe the internal marketing process - Understand how to evaluate and control marketing activities	- Lecture - Collaborative learning	- Read Chapter - Discussion - Activity - Video	Chapter 9b
14	Group Presentation	Project-based learning	Presentations (15%)	project- based learning
15	Group Presentation	Project-based learning	Presentations	project- based learning
16	Final Exam (40%) Chapter 6,7,9			

*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
Mid Term Exam	% 30	8 th week	K1, K2
Term Works*	% 30	Continuous Classwork (10%) Quiz (5%) Group project (%15)	K1, K2, K3, S1
Final Exam	% 40	16 th week	K1, K2, K3, S1

Total	%100		

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

Alignment of Course Outcomes with Learning and Assessment Methods

Number	Learning Outcomes	Learning Method*	Assessment Method**
Knowledge			
K1	Define core digital marketing strategy concepts and elements.	• Lecture • Flipped class	• In-class Activities • Exam • Classwork • Quiz • Group project
K2	Recognize the usage of electronic marketing tools that help in applying e-marketing strategies.	• Lecture • Collaborative learning	• In-class Activities • Exam • Classwork • Quiz • Group project
K3	Formulate strategies and make decisions in line with the field's digital marketing with the Business environment.	• Lecture • Collaborative learning • Problem solving based learning.	• In-class Activities • Exam • Classwork • Quiz • Group project
Skills			
S1	Employ the tools of electronic marketing in all forms; written, visual and oral to prepare e-marketing strategies.	• Collaborative learning • Project based learning	• In-class activities • Exam • Classwork • Quiz • Group project

*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