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| **Approved Date:** |  | **Philadelphia University** |
| **Issue:** | **Faculty:** Business |
| **Credit Hours:** 3 hours | **Department:** Business Administration |
| **Degree:** Bachelor | **Course Syllabus** | **Academic Year:** 2023/2024 |

**Course Information**

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| **Prerequisite** | | **Course Title** | | **Course No.** |
| **0350110** | | **Online Marketing Communication** | | **0352310** |
| **Room No.** | **Class Time** | | **Course Type** | |
| **32306** | **09:45-10:35 Sat, Mon** | | University Requirement Fuclty Requirement  Major Requirement  Elective Compulsory | |

**Instructure Information**

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| **E-mail** | **Office Hours** | **Phone No.** | **Office No.** | **Name** |
| malrwashdeh@philadelphia.edu.jo | Sat and Mon  10:45-12:00 pm | 2631 | 42322 | Dr. Muneer Alrwashdeh |

**Course Delivery Method**

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| --- | --- | --- | --- |
| **Blended Online Physical** | | | |
| **Learning Model** | | | |
| **Physical** | **Asynchronous** | **Synchronous** | **Percentage** |
| **%70** | **30%** | **--** |

**Course Description**

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| This course focuses on introducing the basic concept of electronic marketing communications, communication theory, internal and external environmental factors affecting electronic communications, and elements of the electronic promotional mix, in addition to explaining the role of all elements of the promotional mix. |

**Course Learning Outcomes**

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| **Corresponding Program Outcomes** | **Outcome** | **Number** |
| **Knowledge** | | |
| **Kp1** | Define an integrated marketing communications program. | **K1** |
| **Kp1** | Describe the marketing research critical to the online marketing communications planning process. | **K2** |
| **Kp2** | Discover advertising theories important in the advertising management process. | **K3** |
| **Kp4** | Explain the message strategies used in designing effective advertisements. | **K4** |
| **Kp4** | Explain and apply how mobile marketing systems work for digital promotion marketing programs. | **K5** |
| **Kp1** | Know the nature of social media marketing. | **K6** |
| **Skills** | | |
| **Sp1** | Communicating effectively in all forms, written, visual, and oral, for operating efficiently in the marketing environment. | **S1** |
| **Sp2** | Employ digital skills, using different software applications to visually present information and data concisely. | **S2** |
| **Sp3** | Apply critical thinking skills in decision-making and solving individual, business, and community-related problems. | **S3** |
| **Competencies** | | |
| **Cp3** | Perform effectively in teamwork and display interpersonal skills in applying marketing concepts and principles. | **C1** |

**Learning Resources**

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| * [PR Smith](https://www.amazon.com/s/ref=dp_byline_sr_ebooks_1?ie=UTF8&field-author=PR+Smith&text=PR+Smith&sort=relevancerank&search-alias=digital-text) and  [Ze Zook](https://www.amazon.com/s/ref=dp_byline_sr_ebooks_2?ie=UTF8&field-author=Ze+Zook&text=Ze+Zook&sort=relevancerank&search-alias=digital-text) . (2024). Marketing Communications: Integrating Online and Offline, Customer Engagement and Digital Technologies (8th Edition). Kogan Page Publishers. | **Course Textbook** |
| * Jerome M. Juska. (2021). Integrated Marketing Communication (Second Edition). Routledge Publishers. * Robyn Blakeman. (2018). Integrated Marketing Communication: Creative Strategy from Idea to Implementation (3d Edition).‏ Rowman & Littlefield Publishers. | **Supporting References** |
| [www.ebsco.com](http://www.ebsco.com)  <http://library.philadelphia.edu.jo/ST_EN.htm>  <https://bit.ly/3vblsIH> (APA7 Referencing) | **Supporting Websites** |
| **Classroom**  **laboratory Learning Platform Other** | **Teaching Environment** |

**Meetings and Subjects Time Table**

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| --- | --- | --- | --- | --- |
| **Learning Material** | **Task** | **Learning Method\*** | **Topic** | **Week** |
| * Syllabus | * Introduce the instructor * Meet students * Class ground rules * Syllabus introduction | Orientation | Course Introduction | **1** |
| * Chapter 1 | * Read Chapter * Discussions * Video | * Lecture * Collaborative learning | Introduction of marketing communications:   * How does communication take place? * What is an integrated marketing communications program? | **2** |
| * Chapter1.b * (Supporting material 1) | * Read Chapter * Mind mapping and Brainstorming | * Lecture * Flipped class | Introduction of marketing communications:   * Trends are affecting marketing communications. * The components of an integrated marketing   communications program. | **3** |
| * Chapter 2 * (Supporting material 1) | * Read Chapter * Mind mapping and Brainstorming * Homework 1 | * Lecture * Flipped class | Online marketing communications planning process:   * Is marketing research critical to the EMC planning process? * categories are used to identify consumer target markets or market segments. * The categories are used to identify business-to-business market segments. | **4** |
| * Chapter 2.b * (Supporting material 1) | * Read Chapter * Discussion * Group Discussion | * Lecture * Problem-solving-based learning. | Online marketing communications planning process:   * influence the EMC planning process? * How do the marketing communications objectives   interact with the other elements of an EMC planning process?   * communications budgets established. * elements are considered in developing an EMC * program. | **5** |
| * Chapter 3 | * Read Chapter * Discussion * Quiz | * Lecture * Flipped class | Advertising campaign management:   * Why is an understanding of advertising theories important in the advertising management process? * What is the relationship between advertising expenditures to advertising effectiveness? * When should a company employ an external advertising agency rather than complete the work in-house? | **6** |
| * Chapter   3. b   * (Supporting material 1) | * Read Chapter * Group Discussion | * Lecture * Collaborative learning | Advertising campaign management:   * How do companies choose advertising agencies? * What are the primary job functions within an advertising agency? * What are the advertising campaign parameters that * should be considered? * How does a creative brief facilitate effective   advertising? | **7** |
| * Chapter 4 * Supporting material 1) | * Read chapter * Mind mapping and Brainstorming | * Lecture * Flipped class | advertising design:   * How are message strategies used in designing effective advertisements? * What are the seven main types of advertising appeals? | **8.a** |
| **Mid-term Exam** | | | | **8. b** |
| * Chapter 4. b * Case study | * Read Chapter * In-class group work * Video and discussions | * Lecture * Problem solving based | Advertising design:   * What role does the executional framework play in advertising design? * How are sources and spokespersons decisions   related to advertising design | **9** |
| * Chapter 5 | * Read Chapter * In-class group work * Video and discussions | * Lecture * Collaborative learning | Digital marketing:   * How has the transition to Web 4.0 affected the field of marketing communications? * E-commerce programs and incentives build   a stronger customer base and overcome consumer  concerns at the same time.   * How do mobile marketing systems enhance digital   marketing programs? | **10** |
| * Chapter   5.b | * Read Chapter * Discussion | * Lecture * Collaborative learning | Digital marketing:   * Digital strategies of communication marketing * Types of web advertising * How can companies successfully conduct digital   marketing programs in international markets? | **11** |
| * Chapter 6 | * Read Chapter * Discussion * Video | * Lecture * Collaborative learning | Social networking sites:   * What constitutes a social network? * Characteristics of social networking sites. | **12** |
| * Chapter 6.b | * Read Chapter * Discussion | * Lecture * Flipped class | Social networking sites:   * The nature of social media marketing. * Social media marketing strategies | **13** |
| * project-based learning | * Presentations | * Project-based learning | * Group Presentation | **14** |
| * project-based learning | * Presentations | * Project-based learning | * Group Presentation | **15** |
| **Final Exam** | | | | **16** |

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

**Course Contributing to Learner Skill Development**

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| **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**

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| **Course Outcomes**  **to be Assessed** | **Assessment Time**  **(Week No.)** | **Grade** | **Assessment Methods** |
| **K1, K2, K3 S3** | **8th week** | **30 %** | **Mid Term Exam** |
| **S1, S2,**  **C1** | **Continuous**  Homework  (10%)  Short quiz  (5%)  Presentation (%15) | **30 %** | **Term Works\*** |
| **K4, K5, K6**  **S3** | **16th week** | **40 %** | **Final Exam** |
|  |  | **100%** | **Total** |

\* 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**

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| **Assessment Method\*\*** | **Learning Method\*** | **Learning Outcomes** | **Number** |
| **Knowledge** | | | |
| * In-class Activities * Assignment | * Lecture * Collaborative learning * Flipped class | Define an integrated marketing communications program. | **K1** |
| * Exam * In-class Activities | * Lecture * Collaborative learning | Describe the marketing research critical to the online marketing communications planning process. | **K2** |
| * In-class Activities * Assignment | * Lecture * Collaborative learning * Problem solving based learning. | Discover advertising theories important in the advertising management process. | **K3** |
| * In-class Activities | * Lecture * Collaborative learning * Flipped class | Explain the message strategies used in designing effective advertisements. | **K4** |
| * In-class Activities * Assignment | * Lecture * Collaborative learning | Explain and apply how mobile marketing systems work for digital promotion marketing programs. | **K5** |
| * In-class Activities * Presentation | * Lecture * Problem solving based * Flipped class | Know the nature of social media marketing. | **K6** |
| **Skills** | | | |
| * Exam * In-class activities * Presentation * Group Assignment | * Collaborative learning * Project based learning | Communicating effectively in all forms, written, visual and oral, for operating efficiently in the business environment. | **S1** |
| * In-class activities * Presentation * Group Assignment | * Collaborative learning * Project based learning | Employ digital skills, using different software applications to visually present information and data concisely. | **S2** |
| * In-class activities * Individual and group assignment | * Collaborative learning * Problem solving based learning. | Apply critical thinking skills in decision-making and solving individual, business, and community-related problems. | **S3** |
| **Competencies** | | | |
| * In-class activities * Presentation * Group Assignment | * Flipped class * Project based learning | Perform effectively on teamwork and display interpersonal skills in applying the management concepts and principles. | **C1** |

\*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 Polices**

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| **Policy Requirements** | **Policy** |
| The minimum pass for the course is (50%) and the minimum final mark is (35%). | **Passing Grade** |
| * 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. | **Missing Exams** |
| 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. | **Attendance** |
| 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. | **Academic Integrity** |

**Program Learning Outcomes to be Assessed in this Course**

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| **Targeted Performance level** | **Assessment Method** | **Course Title** | **Learning Outcome** | **Number** |
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**Description of Program learning Outcomes Assessment Method**

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| **Detailed Description of Assessment** | **Number** |
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**Assessment Rubric of the Program Learning Outcomes**

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