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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** | | **Principles of Electronic Marketing** | | **0352200** |
| **Room No.** | **Class Time** | | **Course Type** | |
| **32306** | **13:10-14:00**  **Sun, Tues** | | Univirsity 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 | Sun and Tues  14:00-15:00 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 digital marketing, external and internal online environment forces, online marketing mix, factors of a digital marketing strategy, using key techniques in the area, including search, social media and content marketing, conversion optimization, and marketing automation. It also introduces increased data-driven marketing techniques with many new examples covering digital analytics, artificial intelligence, and machine learning. |

**Course Learning Outcomes**

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| --- | --- | --- |
| **Corresponding Program Outcomes** | **Outcome** | **Number** |
| **Knowledge** | | |
| **Kp1** | Identify the roles and functions that digital marketing and e-commerce play within an organization. | **K1** |
| **Kp1** | Understand how to build a brand identity on social media. | **K2** |
| **Kp1** | Explain how business objectives, marketing objectives, performance goals, and key performance indicators (KPIs) are related to each other. | **K3** |
| **Kp4** | Explain how to conduct market research and product research. | **K4** |
| **Kp2** | Identify practices for email marketing, including automation, tool selection, and building and managing email lists. | **K5** |
| **Kp1** | Monitor an e-commerce store’s performance. | **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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| --- | --- |
| * Dave Chaffey and Fiona Ellis-Chadwick. (2022). Principles of Digital Marketing (8th Edition). Pearson publishing. | **Course Textbook** |
| * Tracy L. Tuten. (2020). Principles of Marketing for a Digital Age (First Edition). SAGE publishing. * Stephanie Diamond. (2019). Digital Marketing (First Edition).‏ Dummies publishing. | **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 | Digital marketing fundamentals:   * Monitor an e-commerce store’s performance. * Monitor an e-commerce store’s performance. * Identify the roles and functions that digital marketing and e-commerce play within an organization. * Understand the customer journey and the function of journey maps. * Explain the concept of a marketing funnel. * Describe how the different parts of a marketing funnel can help drive engagement, conversion, and loyalty. | **2** |
| * Chapter 1.b * (Supporting material 1) | * Read Chapter * Mind mapping and Brainstorming | * Lecture * Flipped class | Digital marketing fundamentals:   * Understand why measurement at each stage of the marketing funnel is important. * Identify leading brands and elements that make brands successful. * Understand the elements and goals of a digital marketing and e-commerce strategy. | **3** |
| * Chapter 2 * (Supporting material 1) | * Read Chapter * Group Discussion * Homework 1 | * Lecture * Collaborative learning | Customer Understanding and Digital Marketing:   * Identify customer personas and build your target audience. * Describe the marketing funnel’s purpose and benefits. * Learn strategies to build brand awareness among potential customers. * Detail how to build interest and have potential customers consider your business. * Understand how to increase your conversion rate. | **4** |
| * Chapter 2.b * (Supporting material 1) | * Read Chapter * Discussion * Mind mapping and Brainstorming | * Lecture * Problem-solving-based learning. | Customer Understanding and Digital Marketing:   * Explain the purpose of SEO and essential SEO terms to know. * Describe the first steps when working on SEO for a business. * Learn about keyword/keyphrase research and recommendations. * Organize a website’s structure. | **5** |
| * Chapter 3 | * Read Chapter * Discussion * Quiz | * Lecture * Flipped class | Attracting interaction with customers via social media:   * Define the goals of a social media campaign. * Explain how to identify a target audience on social media. * Determine how to choose social media platforms for a campaign. | **6** |
| * Chapter   3. b   * (Supporting material 1) | * Read Chapter * Group Discussion | * Lecture * Collaborative learning | Attracting interaction with customers via social media:   * Discuss different types of social media content and the formats in which they can be presented. * Understand how to build a brand identity on social media. * Determine how to publish content at the right time and with the right frequency. * Understand how to use social media management tools | **7** |
| * Chapter 4 | * Read chapter * Mind mapping and Brainstorming | * Lecture * Problem solving based | * Marketing Analytics and Measurement: * Define media planning and strategies. * Plan and allocate the spending of marketing budgets. * Explain how business objectives, marketing objectives, performance goals, and key performance indicators (KPIs) are related to each other. | **8.a** |
| **Mid-term Exam** | | | | **8. b** |
| * Chapter 4. b * Case study | * Read Chapter * In-class group work * Video and discussions | * Lecture * Flipped class | Marketing Analytics and Measurement:   * Describe the unique role of performance goals and KPIs in marketing campaigns. * Describe how tools like Google Analytics and Google Ads are used to measure website and ad campaign performance. | **9** |
| * Chapter 5 | * Read Chapter * In-class group work * Video and discussions | * Lecture * Collaborative learning | Email Marketing:   * Understand how email marketing fits into a digital marketing strategy. * Apply SMART, SWOT and PESTLE frameworks to set email marketing goals. * Employ SMART and PESTLE audits to build an email marketing strategy. * Describe email marketing best practices. | **10** |
| * Chapter * 5.b | * Read Chapter * Discussion | * Lecture * Collaborative learning | Email Marketing:   * Identify common categories of marketing emails. * Write effective preview text and subject lines using best practices. | **11** |
| * Chapter 6 | * Read Chapter * Discussion * Video * Homework 2 | * Lecture * Collaborative learning | Build, Launch, and Manage E-commerce Stores:   * Define e-commerce. * Explain the advantages of selling online. * Recognize common terms, tools, and roles in e-commerce. * Understand essential e-commerce strategies and practices. * Explain how to conduct market research and product research. * Initiate an e-commerce project. | **12** |
| * Chapter 6 | * Read Chapter * Discussion | * Lecture * Flipped class | Build, Launch, and Manage E-commerce Stores:   * explain what e-commerce stores and platforms are and how they work. * Evaluate different e-commerce stores. * Use basic Shopify features. * Set up a mock e-commerce store using Shopify. * Create a product or service listing for an e-commerce store. | **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 1 (5%)  Homework 2  (5%)  Short quiz  (%10)  Presentation (%10) | **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 * Flipped class | Identify the roles and functions that digital marketing and e-commerce play within an organization. | **K1** |
| * Exam * In-class Activities | * Lecture * Collaborative learning | Understand how to build a brand identity on social media. | **K2** |
| * In-class Activities * Presentation | * Lecture * Collaborative learning * Problem solving based learning. | Explain how business objectives, marketing objectives, performance goals, and key performance indicators (KPIs) are related to each other. | **K3** |
| * In-class Activities * Assignment | * Lecture * Collaborative learning * Flipped class | Explain how to conduct market research and product research. | **K4** |
| * In-class Activities | * Lecture * Collaborative learning | Identify practices for email marketing, including automation, tool selection, and building and managing email lists. | **K5** |
| * In-class Activities * Presentation | * Lecture * Problem solving based * Flipped class | Monitor an e-commerce store’s performance. | **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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