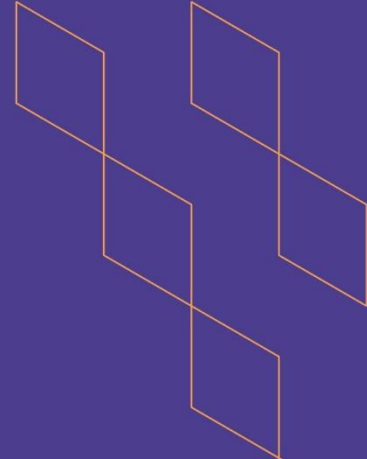




T-104
2022

Course Specification



Course Title: Digital Marketing
Course Code: MKT 451
Program: BS in Business Administration Marketing
Department: Marketing
College: College of Business & Tourism
Institution: The University of Prince Mugrin (UPM)
Version: V2
Last Revision Date: 21/07/2023



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A. General information about the course:

Course Identification

1. Credit hours: 3

2. Course type

a. University College Department Track Others

b. Required Elective

3. Level/year at which this course is offered: Level 8 / Year 4

4. Course general Description

Digital marketing is an exciting area of marketing practice. This course covers the use of numerous tactics and digital channels to connect with customers by developing and executing digital marketing strategies, such as – Search Engine Optimization, Social media Marketing, Pay Per Click, Email marketing, Content marketing, SMS Marketing, considering B2B and B2C. The course is designed to help students to think like a digital marketing professional, and to give them experience with industry-relevant hands-on Projects and assignments

5. Pre-requirements for this course (if any): MKT 201

6. Co- requirements for this course (if any): MKT 311

7. Course Main Objective(s)

By the end of the course Students will be able to:

1. Identify and develop the major digital marketing strategies by using different digital channels.
2. Execute, and evaluate a comprehensive digital marketing strategy and planning.
3. Measure digital marketing efforts and calculate ROI.

1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1.	Traditional classroom	45	100%
2.	E-learning		
3.	Hybrid <ul style="list-style-type: none"> • Traditional classroom • E-learning 		
4.	Distance learning		

2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	30





2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	15
5.	Others (specify)	
Total		45



B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	By the end of this course, students will be able to..... Knowledge and understanding			
1.1	Identify the importance of the digital marketing.	K1	<ul style="list-style-type: none"> Lecture, Tutorial, Reading Materials Memory Activities 	<ul style="list-style-type: none"> Quizzes, Multiple choice questions, True/False questions.
1.2	Describe customer relationships across all digital channels.	K3	<ul style="list-style-type: none"> Lecture, Tutorial, Group discussions, Case studies. 	<ul style="list-style-type: none"> Essay, Quizzes, Short answers.
2.0	Skills			
2.1	Create a digital marketing plan.	S1	<ul style="list-style-type: none"> Lecture, Tutorial, Group work, Case studies Short answers. 	<ul style="list-style-type: none"> Short answers, Problem solving task, Report Presentation.
2.2	Select appropriate digital marketing channels based on the target.	S2	<ul style="list-style-type: none"> Lecture, Tutorial, Group work, Case studies short answers. 	<ul style="list-style-type: none"> Short answers, Problem solving task, Report Presentation.
2.3	Analyze digital consumers behaviors.	S2	<ul style="list-style-type: none"> Lecture, Tutorial, Group work, Case studies Short answers. 	<ul style="list-style-type: none"> Short answers, Problem solving task, Report Presentation.
3.0	Values, autonomy, and responsibility			
3.1	Develop their own understanding of digital marketing tools through practicing.	V3	<ul style="list-style-type: none"> Presentation, Brainstorm, Project. 	<ul style="list-style-type: none"> Report, Presentation, Research proposal.

C. Course Content

No	List of Topics	Contact Hours
1.	Introduction to Digital Marketing	6
2.	Digital Marketing Strategies	9
3.	Digital Marketing Channels	3
4.	Website and E-marketing	6



5.	E-commerce	3
6.	Corporate Media Channels	3
7.	Customer Relation Management	3
8.	Social Media Channels	6
9.	Digital Marketing Funnel – Lifecycle	6
Total		45

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Assignment		10%
2.	Case study		20%
3.	Midterm Exam		20%
4.	Presentation		10%
5.	Final Exam		40%
...	Total		100%

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.)



E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	Disruptive Digital Marketing 2025: Exploiting Human Biases, Tools of the Trade & The Commoditization of Digital Marketing ISBN 13 - 979-8650760993
Supportive References	Social Media Marketing 2020: How to Crush it with Instagram Marketing - Proven Strategies to Build Your Brand, Reach Millions of Customers, and Grow Your Business Without Wasting Time and Money ISBN-13 : 978-1702174350
Electronic Materials	Digital Library Database (SDL)
Other Learning Materials	

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Regular classrooms with whiteboard and projector. Lecture rooms with sufficient audio-visual facilities,
Technology equipment (projector, smart board, software)	Smart Board, Internet Connection
Other equipment (depending on the nature of the specialty)	Library/resource center (including online resources)

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Students / Program Leaders	Direct / Indirect
Effectiveness of students assessment	Program Leaders, Faculty	Direct
Quality of learning resources	Faculty, Program Leaders	Indirect
The extent to which CLOs have been achieved	Program Leaders	Direct
Other		

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

G. Specification Approval Data

COUNCIL /COMMITTEE	DEPARTMENT COUNCIL
REFERENCE NO.	MGT&MKT 01.23.24
DATE	21 AUGUST 2023

