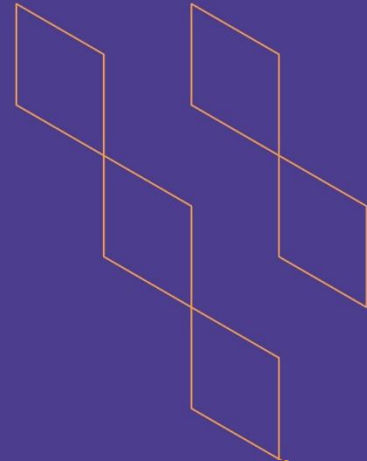




T-104
2022

Course Specification



Course Title: Digital Marketing

Course Code: IS1513

Program: Computer Information Systems

Department: Computer Information Systems

College: Computer Science & Information Technology

Institution: Al-Baha University

Version: T-104

Last Revision Date: 24/03/2023



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A. General information about the course:

Course Identification

1. **Credit hours:** 3 Credit Hours (3, 0, 0) (Lecture, Lab, Tutorial)
(3 Contact Hours)

2. Course type

a. University College Department Track Others

b. Required Elective

3. **Level/year at which this course is offered:** College Elective (6th Level/2nd Year)

4. Course general Description

The aim of the Digital Marketing Course is to provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success, to develop a digital marketing plan, to make SWOT analysis; to define a target group; to get introduced to various digital channels, their advantages and ways of integration, how to integrate different digital media and create marketing content, how to optimize a Web site and SEO optimization, how to create Google AdWords campaigns, social media planning, to get basic knowledge of Google Analytics for measuring effects of digital marketing and getting insight of future trends that will affect the future development of the digital marketing. The application of the gained knowledge, skills and competences will help future managers in forming digital marketing plan in order to manage a digital marketing performance efficiently.

5. **Pre-requirements for this course (if any):** None

6. **Co- requirements for this course (if any):** None

7. Course Main Objective(s)

Students will be able to identify the importance of the digital marketing for marketing success, to manage customer relationships across all digital channels and build better customer relationships, to create a digital marketing plan, starting from the SWOT analysis and defining a target group, then identifying digital channels, their advantages and limitations, to perceiving ways of their integration taking into consideration the available budget.

1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1.	Traditional classroom	30	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	
5.	Others (specify)	
Total		30

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	Knowledge and understanding			
1.1	Recognize digital marketing for marketing and their types.	K1	Lectures Assignments	Quiz Midterm Final Exam
1.2	Define the digital marketing.	K2		Quiz Midterm Final Exam
1.3	Identify the main digital marketing Models.	K3		Midterm Project Final Exam
2.0	Skills			
2.1	Explain how to manage customer relationships across all digital channels and build better customer relationships.	S1	Lectures Assignments Project	Quiz Midterm Project Final Exam
2.2	create a digital marketing plan, starting from the SWOT analysis and defining a target group.	S2		Quiz Midterm Final Exam Project
2.3	Analyze the digital channels, their advantages and limitations.	S3		Quiz Midterm Project Final Exam
3.0	Values, autonomy, and responsibility			
3.1	Interact in groups collaboratively	V1	Small Groups	Reports Class Discussions Project





C. Course Content

No	List of Topics	Contact Hours
1.	Introduction of the digital marketing	4
2.	Creating initial digital marketing plan	3
3.	Search engine optimization (SEO)	5
4.	Google AdWords- creating accounts, Google AdWords- types	3
5.	Introduction to CRM	3
6.	Introduction to Web analytics.	3
7	Introduction of Social Media Marketing	3
8	Business tools	3
9	Digital Marketing Budgeting	3
Total		30

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Quiz	6	10 %
2.	Midterm	5	20 %
3.	Course Project presentation and report	8	10 %
4	Final Exam	12	60 %

*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	<ul style="list-style-type: none"> Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited The Beginner's Guide to Digital Marketing (2015). Digital Marketer. Pulizzi, J. (2014) Epic Content Marketing, Mcgraw Hill Education.
Supportive References	<ul style="list-style-type: none"> Chaffey, D. & Ellis-Chadwick, F (2022). Digital Marketing. Computer Science Curriculum 2013 – http://cs2013.org ACM (Association for Computer Machinery) Curricula Recommendations – http://www.acm.org/education/curricula-recommendations
Electronic Materials	<ul style="list-style-type: none"> Access to the Saudi Digital Library (SDL). Using the learning management system of the university – Rafid System (https://lms.bu.edu.sa/).
Other Learning Materials	<ul style="list-style-type: none"> Writing a case study:





- <http://college.cengage.com/business/resources/casestudies/students/writing.htm> and
- <http://www.asb.unsw.edu.au/learningandteaching/Documents/writingacaseanalysis.pdf>

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Every Class has more than 30 chairs for the students that is more enough for the registered students.
Technology equipment (projector, smart board, software)	Every class room has smart board and projector with cables to connect to laptop for lectures.
Other equipment (depending on the nature of the specialty)	Internet facility is available in classroom to show online programming examples and to run online compiler to execute the programs.

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	<ul style="list-style-type: none"> •Students •Faculty •Program Leader •Course Coordinator 	<ul style="list-style-type: none"> •Surveys (indirect). •Direct feedback from students. •Course evaluation by Peer Reviewers (indirect). •Class visit by Program Leader (indirect) <p>Comprehensive Course report (where we can find information about teaching difficulties and action plan, ...)</p>
Effectiveness of students assessment	<ul style="list-style-type: none"> •Faculty •Course Coordinator 	<ul style="list-style-type: none"> •Surveys (indirect). •Course evaluation by Peer Reviewers (indirect).
Quality of learning resources	<ul style="list-style-type: none"> • Students • Faculty • Course Coordinator 	<ul style="list-style-type: none"> • Surveys (indirect) • Course evaluation by Peer Reviewers (indirect). <p>Comprehensive Course report (where we can find information about difficulties and challenges about learning resources as well as</p>





Assessment Areas/Issues	Assessor	Assessment Methods
		consequences and action plan..)
The extent to which CLOs have been achieved	<ul style="list-style-type: none"> • Faculty • Program Leader • Course Coordinator 	<ul style="list-style-type: none"> • Student Results (direct) Comprehensive Course report (where we can find the CLO assessment results)
Other		

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

Assessment Methods (Direct, Indirect)

G. Specification Approval Data

COUNCIL /COMMITTEE	Curriculum Committee Meeting
REFERENCE NO.	
DATE	March 30, 2023

