



Course Specifications

Course Title:	E-Marketing
Course Code:	MKT10605
Program:	Bachelor of Marketing
Department:	Marketing
College:	College of Business Administration
Institution:	Albaha University

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A. Course Identification

1. Credit hours:
2. Course type
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered:
4. Pre-requisites for this course (if any): None
5. Co-requisites for this course (if any): None

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	42	95%
2	Blended	03	5%
3	E-learning	-	-
4	Distance learning	-	-
5	Other	-	-

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	-
3	Tutorial	-
4	Others (specify)	-
	Total	45

B. Course Objectives and Learning Outcomes

1. Course Description

This course discusses the processes, methods, techniques and tools that organizations use to manage the activities of E-Marketing, upon successful completion, students will have the knowledge and skills to:

- 1- Comprehend the importance of e-marketing; understand the role of e-marketing as a component of corporate activity.
- 2- Conduct secondary research using various sources to identify and synthesize data into useful management information; Adapt existing commercial marketing theory and practice to new internet applications.
- 3- Recognize and write appropriate e-marketing objectives.
- 4- Critically analyze planning options and offer constructive and practical alternative solutions.
- 5- Formulate an integrated and comprehensive e-marketing plan.
- 6- Develop professional business report writing skills; Enhance oral and visual presentation techniques to a more formal and professional business style.

Ability to work effectively and efficiently in teams

2. Course Main Objective

Upon completion of this course students will be able to :

Understand the terminology, concepts, and activities of electronic marketing.

Identify the recent developments and their origins in electronic marketing practice.

Prepare students to develop an integrated electronic marketing strategy.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Explain how knowledge of e-marketing can be applied to marketing	K2
2	Skills :	
2.1	Evaluate the E-Marketing Risk, and customer online.	S2
3	Values:	
3.1	Compose a written work for E-Marketing context.	V1
3.2	Demonstrate teamwork and time management in resolving e-marketing issues.	V2

C. Course Content

No	List of Topics	Contact Hours
1	The E-Marketing in Context: Past, Present and Future	6
2	Strategic E-marketing and performance matrices	6
3	The E-Marketing Plan	6
4	Global E-Markets	6
5	Ethical and Legal issues	6
6	E-Marketing Research	6
7	Connected Consumers online	9
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Explain how knowledge of e-marketing can be applied to marketing	Lectures, Illustrative Examples	Exams Assignment
2.0	Skills		
2.1	Evaluate the E-Marketing Risk, and customer online.	Lectures, Problem solving Brainstorming	Exams Assignment Direct Questions
3.0	Values		
3.1	Compose a written work for E-Marketing context.	Group discussion Cooperative Learning Self-Learning	Direct Questions Presentations
3.2	Demonstrate teamwork and time management in resolving e-marketing issues.	Group discussion Cooperative Learning Self-Learning	Direct Questions Presentations Case studies

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Midterm exam	7	30
2	Assignments/ Homework/ Discussion	4 -10	10
3	Presentations (Individual/ Group)	12	10
4	Final Examination	16	50

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

Instructor will be available for student consultation and academic advice in his specified office hours.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	E-Marketing –international edition – seventh edition – Judy Strauss. Raymond Frost.1999
Essential References Materials	E-Marketing: The essential guide to marketing in a digital world Kindle Edition -by Rob Stokes (Author) 2020
Electronic Materials	None
Other Learning Materials	None

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom which can accommodate 40 students
Technology Resources (AV, data show, Smart Board, software, etc.)	Smart Board, Data Show
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Projectors, Printers, scanners, etc.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Course evaluation	Students	Survey questionnaire
Student experience evaluation	Students	Survey questionnaire
Instructors' Team evaluation	Team of instructors	Review meetings
Quality review	Program Quality Committee CBA Academic Accreditation Unit	Course Files Review

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

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

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	Marketing Department Council
Reference No.	Ref:DMISEM27092020
Date	27/09/2020