



## Course Specifications

<b>Course Title:</b>	<b>Marketing Information Systems</b>
<b>Course Code:</b>	<b>MKT10703</b>
<b>Program:</b>	<b>Bachelor of Marketing</b>
<b>Department:</b>	<b>Marketing</b>
<b>College:</b>	<b>College of Business Administration</b>
<b>Institution:</b>	<b>Albaha University</b>

## Table of Contents

<b>A. Course Identification</b> .....	<b>3</b>
6. Mode of Instruction (mark all that apply) .....	3
<b>B. Course Objectives and Learning Outcomes</b> .....	<b>3</b>
1. Course Description .....	3
2. Course Main Objective.....	3
3. Course Learning Outcomes .....	4
<b>C. Course Content</b> .....	<b>4</b>
<b>D. Teaching and Assessment</b> .....	<b>4</b>
1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods .....	4
2. Assessment Tasks for Students .....	5
<b>E. Student Academic Counseling and Support</b> .....	<b>5</b>
<b>F. Learning Resources and Facilities</b> .....	<b>5</b>
1. Learning Resources .....	5
2. Facilities Required.....	5
<b>G. Course Quality Evaluation</b> .....	<b>6</b>
<b>H. Specification Approval Data</b> .....	<b>6</b>

## A. Course Identification

<b>1. Credit hours:</b> 3
<b>2. Course type</b>
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"/>
<b>3. Level/year at which this course is offered:</b> 7 <sup>th</sup> Level / 4 <sup>rd</sup> Year
<b>4. Pre-requisites for this course (if any):</b> None
<b>5. Co-requisites for this course (if any):</b> 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)	-
	<b>Total</b>	<b>45</b>

## B. Course Objectives and Learning Outcomes

### 1. Course Description:

This course is a general introduction to Marketing information System and Digital Marketing. It is designed specifically for managing the marketing aspects of the business. A formal MKIS and Digital Marketing can be of great benefit to any organization whether profit making or non-profit making, no matter what its size or the level of managerial finesse. It is true today that in many organizations a Digital Marketing is integrated as part of a computerized system.

### 2. Course Main Objective:

Upon successful completion of the course students will be able to:

- Understand the relationship of Marketing and Information Technology.
- Integrate the concepts of Marketing and Information Technology.
- Apply strategies of Digital marketing using information Technology
- Comprehend the Digital Consumer behavior of customers.
- Learn the current practices and trends in Digital Marketing.

### 3. Course Learning Outcomes

CLOs		Aligned PLOs
<b>1</b>	<b>Knowledge and Understanding</b>	
1.1	Define importance of Marketing Information System.	K3
1.2	Outline new approaches to customer value	K3
1.3	Explain various challenges of MIS	K3
<b>2</b>	<b>Skills:</b>	
2.1	Summarize the concept of Post Modern Marketing	S2
2.2	Illustrate the changes in information technology for marketing in digital age.	S3
2.3	Analyze Marketing Intelligence concept	S3
<b>3</b>	<b>Values:</b>	
3.1	Demonstrate the application of Information Systems for marketing.	V1
3.2	Choose marketing communications using digital media channels	V2
3.3	Practice digital marketing concepts for marketing.	V3

### C. Course Content

No	List of Topics	Contact Hours
1	Introduction to Marketing Information system	7
2	Steps of Marketing Information System	7
3	Digital technologies and transforming Marketing;	7
4	Essential Requisites of a Good MIS	7
5	Online Marketplace Analysis	7
6	The Internet and the Marketing mix	7
7	Relationship marketing using digital platforms	3
<b>Total</b>		<b>45</b>

### D. Teaching and Assessment

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

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
<b>1.0</b>	<b>Knowledge and Understanding</b>		
1.1	Define importance of Marketing Information System.	Lectures, Illustrative Examples	Exams Assignment
1.2	Outline new approaches to customer value	Lectures, Illustrative Examples	Exams Assignment
1.3	Explain various challenges of MIS	Lectures, Illustrative Examples	Exams Assignment Direct Questions
<b>2.0</b>	<b>Skills</b>		
2.1	Summarize the concept of Post Modern Marketing	Lectures, Problem solving Brainstorming	Exams Assignment Direct Questions
2.2	Illustrate the changes in information technology for marketing in digital	Lectures Active Learning	Exams Quizzes Homework

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
	age.		
2.3	Analyze Marketing Intelligence concept	Lectures Active Learning	Exams Assignment Direct Questions
<b>3.0</b>	<b>Values</b>		
3.1	Demonstrate the application of Information Systems for marketing.	Group discussion Cooperative Learning Self-Learning	Direct Questions Presentations
3.2	Choose marketing communications using digital media channels	Group discussion Cooperative Learning Self-Learning	Direct Questions Presentations Case studies
3.3	Practice digital marketing concepts for marketing.	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

## 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

<b>Required Textbooks</b>	Marketing Information Systems, Kalpaz Publications (June 30, 2012).
<b>Essential References Materials</b>	----
<b>Electronic Materials</b>	----
<b>Other Learning Materials</b>	----

### 2. Facilities Required

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration)	Classroom which can accommodate 40 students

Item	Resources
rooms/labs, etc.)	
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	Smart Board, Data Show
<b>Other Resources</b> (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
External evaluation	Advisors / or experts	Course Files Review Samples of student's work reviewed by internal faculty
Quality review	Program Quality Committee CBA Academic Accreditation Unit	Course Files Review

### H. Specification Approval Data

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