



## Course Specifications

<b>Course Title:</b>	<b>Computer Application in Marketing</b>
<b>Course Code:</b>	<b>MKT10802</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>

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## 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> 8 <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 designed to provide students with an introduction to computer application in marketing. This course will familiarize students with the basics of use of computer technology in marketing management as well as practices utilized by marketing professionals; Understanding the use of computers is an invaluable tool in today's marketing industry. A successful marketer must be able to communicate electronically using up to date computer software. This course is designed to provide marketing students with a set of computer skills useful in marketing. Specific skill areas include: Word, Excel, Publisher, etc

## 2. Course Main Objective:

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

- Use computer for marketing activities
- Apply software knowledge to solve marketing issues
- Manage marketing campaign using computer knowledge
- Increase their efficiency in the workplace.
- Recognize and manage the social and ethical issues

## 3. Course Learning Outcomes

CLOs		Aligned PLOs
1	<b>Knowledge and Understanding</b>	
1.1	Describe the use of Various Software's	K3
2	<b>Skills:</b>	
2.1	Explain Database programs.	S2
2.2	Summarize the evolution on internet	S3
3	<b>Values:</b>	
3.1	Compose a written work on marketer challenges in age of new media.	V1
3.2	Illustrate Search Marketing	V2
3.3	Evaluate Mobile Marketing	V3

### C. Course Content

No	List of Topics	Contact Hours
1	<b>Topic 1: Introduction</b> <ul style="list-style-type: none"><li>• Types of Computer Applications</li><li>• Word Processing Programs</li></ul>	6
2	<b>Topic 2 Software use</b> <ul style="list-style-type: none"><li>• Database Programs</li><li>• Spreadsheet Programs</li><li>• Desktop Publishing Programs</li><li>• Graphics and Design Programs</li><li>• Presentation Software</li></ul>	6
3	<b>Topic 3: Technology in Marketing</b> <ul style="list-style-type: none"><li>• Communications Programs</li><li>• Interactive Technology for Marketing</li><li>• Use computer technology</li></ul>	6
4	<b>Topic 4: Marketing Software's:</b> Customer Relationship Management Software (CRM); Video conferencing solution; Marketing automation software; Analytics and data visualization solutions; Content management software	6
5	<b>Topic 5: Internet</b> <ul style="list-style-type: none"><li>• Evolution of Internet</li><li>• Use of internet in Marketing</li></ul>	6

	<ul style="list-style-type: none"> <li>• Characteristics of Web</li> <li>• Computing ‘in the cloud’</li> <li>• Strategic drivers - internet marketing</li> </ul>	
6	<b>Topic 6: Online Marketing</b> <ul style="list-style-type: none"> <li>• Marketer challenges in Age of New Media</li> <li>• On Demand &amp; Push Media</li> <li>• Video marketing</li> <li>• Impact of video on Purchasing</li> <li>• Elements of video marketing strategy</li> </ul>	4
7	<b>Topic 7: Email Marketing</b> <ul style="list-style-type: none"> <li>• Email as a tool of marketing</li> <li>• Evolution of email</li> <li>• Advantages and disadvantages of email marketing</li> <li>• Integrating email and social media</li> <li>• Permission email marketing</li> <li>• Types of emails</li> <li>• Developing an email marketing campaign</li> </ul>	4
8	<b>Topic 8: Search Marketing</b> Impact and use Types of search: Paid and Organic Working of search Knowing the page ranking Interpreting search results Planning an Organic Search Campaign	3
9	<b>Topic 9: Mobile marketing</b> <ul style="list-style-type: none"> <li>• Adoption, diffusion and the Chasm</li> <li>• Innovation in Internet Age</li> <li>• Strategic Drivers of Mobile Marketing</li> </ul>	2
10	<b>Topic 10 Mobile Campaigns</b> <ul style="list-style-type: none"> <li>• Planning of Mobile Campaigns essential</li> <li>• Role of Apps</li> </ul>	2
<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	Describe the use of Various Software’s	Lectures, Illustrative Examples	Exams Assignment
<b>2.0</b>	<b>Skills</b>		
2.1	Explain Database programs.	Lectures, Problem solving Brainstorming	Exams Assignment Direct Questions
2.2	Summarize the evolution on internet	Lectures Active Learning	Exams Quizzes

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
			Homework
<b>3.0</b>	<b>Values</b>		
3.1	Compose a written work on marketer challenges in age of new media.	Group discussion Cooperative Learning Self-Learning	Direct Questions Presentations
3.2	Illustrate Search Marketing	Group discussion Cooperative Learning Self-Learning	Direct Questions Presentations
3.3	Evaluate Mobile 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/	4 -10	10
3	Presentations	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>	The Mart: Computer Applications for Marketing, R. N. Maddox , D. A. Schellinck, Prentice Hall
<b>Essential References Materials</b>	Computer Applications in Business, R. Parameswaran ,
<b>Electronic Materials</b>	
<b>Other Learning Materials</b>	Digital and Social Media Marketing, Rana, N.P., Slade, E.L., Springer International Publishing

#### 2. Facilities Required

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

Item	Resources
<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