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| **Approved Date:** | A close-up of a sign  Description automatically generated | **Philadelphia University** |
| **Issue:** | **Faculty:** Business |
| **Credit Hours:** 3 hours | **Department:** Business Administration |
| **Degree:** Bachelor | **Course Syllabus** | **Academic Year:** 2025/2024 |

**Course Information**

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| --- | --- | --- | --- | --- | --- |
| **Prerequisite** | | **Course Title** | | **Course No.** | |
| **0352110** | | **Principle of digital marketing** | | **0352200** | |
| **Room No.** | **Class Time** | | **Course Type** | |
| **306** | **08:15-09:05** | | University Requirement  Faculty Requirement  Major Requirement  Elective  Compulsory | |
| **Hours No.\*** | | | **Course Level\*** | | |
| **90** | | | * 6th  7th  8th  9th | |

\*According to JNQF standards

**Instructor Information**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **E-mail** | **Office Hours** | **Phone No.** | **Office No.** | **Name** |
| malrwashdeh@philadelphia.edu.jo | Sun and Tue  10:00-11:00 pm | 2631 | 42322 | Dr. Muneer Alrwashdeh |

**Course Delivery Method**

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| --- | --- | --- | --- |
| **Blended Online Physical** | | | |
| **Learning Model** | | | |
| **Physical** | **Asynchronous** | **Synchronous** | **Percentage** |
| **70%** | **30%** | **--** |

**Course Description**

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| The course provides a comprehensive introduction to the basic concepts of digital marketing. Students will explore various online marketing strategies, including search engine optimization (SEO), social media marketing, email marketing, and paid advertising. |

**Course Learning Outcomes**

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| **Corresponding Program Outcomes** | **Outcome** | **Number** |
| **Knowledge** | | |
| **K1** | Understand the key components of digital marketing and its significance in today’s business landscape. | **K1** |
| **K2** | Utilize digital marketing tools and technologies, including SEO, social media, email marketing, and content marketing. | **K2** |
| **K3** | Analyze consumer behavior and market trends in the digital space. | **K3** |
| **Skills** | | |
| **S1** | Communicating effectively in all forms, written, visual and oral, for operating efficiently in the business environment.. | **S1** |

**Learning Resources**

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| --- | --- |
| * Dave Chaffey and Fiona Ellis-Chadwick. (2022). Principles of Digital Marketing (8th Edition). Pearson publishing. | **Course Textbook** |
| * Tracy L. Tuten. (2020). Principles of Marketing for a Digital Age (First Edition). SAGE publishing. * Stephanie Diamond. (2019). Digital Marketing (First Edition).‏ Dummies publishing. | **Supporting References** |
| [www.ebsco.com](http://www.ebsco.com)  <http://library.philadelphia.edu.jo/ST_EN.htm>  <https://bit.ly/3vblsIH> (APA7 Referencing) | **Supporting Websites** |
| **Classroom**  **Laboratory Learning Platform Other** | **Teaching Environment** |

**Meetings and Subjects Time Table**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Learning Material** | **Task** | **Learning Method\*** | **Topic** | **Week** |
| * Syllabus | * Introduce the instructor * Meet students * Class ground rules * Syllabus introduction | Orientation | Course introduction | **1** |
| * Chapter 1 | * Read Chapter * Discussions * Video | * Lecture * Collaborative learning | Digital marketing fundamentals:   * Identify the roles and functions that digital marketing and e-commerce play within an organization. * Understand the customer journey and the function of journey maps. * Explain the concept of a marketing funnel. * Describe how the different parts of a marketing funnel can help drive engagement, conversion, and loyalty. | **2** |
| * Chapter 1.b * (Supporting material 1) | * Read Chapter * Mind mapping and Brainstorming | * Lecture * Flipped class | Digital marketing fundamentals:   * Understand why measurement at each stage of the marketing funnel is important. * Identify leading brands and elements that make brands successful. * Understand the elements and goals of a digital marketing and e-commerce strategy. | **3** |
| * Chapter 2 | * Read Chapter * Discussion * Quiz | * Lecture * Flipped class | Attracting interaction with customers via social media:   * Define the goals of a social media campaign. * Explain how to identify a target audience on social media. * Determine how to choose social media platforms for a campaign. | **4** |
| * Chapter   2. b   * (Supporting material 1) | * Read Chapter * Group Discussion | * Lecture * Collaborative learning | Attracting interaction with customers via social media:   * Discuss different types of social media content and the formats in which they can be presented. * Understand how to build a brand identity on social media. * Determine how to publish content at the right time and with the right frequency. * Understand how to use social media management tools | **5** |
| * Chapter 3 | * Read Chapter * Discussion | * Lecture * Flipped class | Marketing Mix:   * Apply the elements of the marketing mix in an online context. * Evaluate the opportunities that the Internet makes available for varying the marketing mix * Assess the opportunities for online brand-building. | **6** |
| * Chapter 4 * (Supporting material 1) | * Read Chapter * Group Discussion * Homework 1 | * Lecture * Collaborative learning | Marketing Communications:   * Distinguish between the different types of digital media channels. * Evaluate the advantages & disadvantages of each digital media channel for marketing communications. | **7** |
| * Chapter 4.b | * Read chapter * Mind mapping and Brainstorming | * Lecture * Problem solving based | Marketing Communications:   * Assess the suitability of different types of digital media for different purposes. | **8.a** |
| **Mid-term Exam** | | | | **8. b** |
| * Chapter 5 * Case study | * Read Chapter * In-class group work * Video and discussions | * Lecture * Flipped class | Campaign Planning:   * Assess the difference in communications characteristics between digital and traditional media. * Identify the main success factors in managing a digital campaign. | **9** |
| * Chapter 5.b | * Read Chapter * In-class group work * Video and discussions | * Lecture * Collaborative learning | Campaign Planning:   * Understand the importance of integrating online & offline communications | **10** |
| * Chapter 6 | * Read Chapter * Discussion | * Lecture * Collaborative learning | Customer Relationship Management:   * Assess the relevance and alternative approaches for using digital platforms for customer relationship management & Marketing Automation. * Evaluate the potential of the digital technologies & applying the concept of “Big-Data” to support 1-1 marketing | **11** |
| * Chapter 6.b | * Read Chapter * Discussion * Video * Homework 2 | * Lecture * Collaborative learning | Customer Relationship Management:   * Assess how to integrate social and mobile interactions to develop social CRM capabilities. | **12** |
| * Chapter 6 | * Read Chapter * Discussion | * Lecture * Flipped class | Evaluation & Improvement of Digital Channel Performance:   * Understand terms and tools used to measure and improve digital marketing effectiveness * Develop an appropriate process to collect measures for digital marketing effectiveness * Identify the activities necessary when managing an online presence. | **13** |
| * project-based learning | * Presentations | * Project-based learning | * Group Presentation | **14** |
| * project-based learning | * Presentations | * Project-based learning | * Group Presentation | **15** |
| **Final Exam** | | | | **16** |

\*Includes: lecture, flipped Class, project based learning, problem solving based learning, collaboration learning.

**Course Contributing to Learner Skill Development**

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| **Using Technology** |
| * Students will use several offline software (i.e Microsoft Office) or online software (i.e Prezi and Google Slides) to deliver their presentations. * Students will use the internet search engines to capture needed data and information to perform their assignments. * Students will use the electronic email for submitting the required documents. |
| **Communication Skills** |
| * Students will develop their verbal and nonverbal communication skills by participating in classroom activities, group work, and presentations. * Students will use creative and critical thinking while participating in classroom discussions, solving issues, and performing various assignments. |
| **Application of Concept Learnt** |
| * Students will reflect on the acquired knowledge of marketing concepts, principles, and models using adult learning methods (i.e Experiential and project-based learning) |

**Assessment Methods and Grade Distribution**

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| **Course Outcomes**  **to be Assessed** | **Assessment Time**  **(Week No.)** | **Grade** | **Assessment Methods** |
| **K1** | **8th week** | **30 %** | **Mid Term Exam** |
| **K1, K2, K3** | **Continuous**  Homework 1 (5%)  Homework 2  (5%)  Short quiz  (%10)  Presentation (%10) | **30 %** | **Term Works\*** |
| **K2, K3**  **S3** | **16th week** | **40 %** | **Final Exam** |
|  |  | **100%** | **Total** |

\* Include: quizzes, in-class and out of class assignments, presentations, reports,

videotaped assignment, group, or individual project.

**Alignment of Course Outcomes with Learning and Assessment Methods**

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| --- | --- | --- | --- |
| **Assessment Method\*\*** | **Learning Method\*** | **Learning Outcomes** | **Number** |
| **Knowledge** | | | |
| * In-class Activities * Assignment | * Lecture * Flipped class | Understand the key components of digital marketing and its significance in today’s business landscape. | **K1** |
| * Exam * In-class Activities | * Lecture * Collaborative learning | Utilize digital marketing tools and technologies, including SEO, social media, email marketing, and content marketing. | **K2** |
| * In-class Activities * Presentation | * Lecture * Collaborative learning * Problem solving based learning. | Analyze consumer behavior and market trends in the digital space. | **K3** |
| **Skills** | | | |
| * Exam * In-class activities * Presentation * Group Assignment | * Collaborative learning * Project based learning | Communicating effectively in all forms, written, visual and oral, for operating efficiently in the business environment. | **S1** |

\*Include: lecture, flipped class, project based learning, problem solving based learning, collaboration learning.

\*\* Include: quizzes, in-class and out of class assignments, presentations, reports, videotaped assignments, group or individual projects.

**Course Polices**

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| **Policy Requirements** | **Policy** |
| The minimum pass for the course is (50%) and the minimum final mark is (35%). | **Passing Grade** |
| * Anyone absent from a declared semester exam without a sick or compulsive excuse accepted by the dean of the college that proposes the course, a zero mark shall be placed on that exam and calculated in his final mark. * Anyone absents from a declared semester exam with a sick or compulsive excuse accepted by the dean of the college that proposes the course must submit proof of his excuse within a week from the date of the excuse’s disappearance, and in this case, the subject teacher must hold a compensation exam for the student. * Anyone absents from a final exam with a sick excuse or a compulsive excuse accepted by the dean of the college that proposes the material must submit proof of his excuse within three days from the date of holding that exam. | **Missing Exams** |
| The student is not allowed to be absent more than (15%) of the total hours prescribed for the course, which equates to six lecture days (n t) and seven lectures (days). If the student misses more than (15%) of the total hours prescribed for the course without a satisfactory or compulsive excuse accepted by the dean of the faculty, he is prohibited from taking the final exam and his result in that subject is considered (zero), but if the absence is due to illness or a compulsive excuse accepted by the dean of the college that the article is introduced, it is considered withdrawn from that article, and the provisions of withdrawal shall apply to it. | **Attendance** |
| Philadelphia University pays special attention to the issue of academic integrity, and the penalties stipulated in the university's instructions are applied to those who are proven to have committed an act that violates academic integrity, such as cheating, plagiarism (academic theft), collusion, intellectual property rights. | **Academic Integrity** |

**Program Learning Outcomes to be Assessed in this Course**

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| --- | --- | --- | --- | --- |
| **Targeted Performance level** | **Assessment Method** | **Course Title** | **Learning Outcome** | **Number** |
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**Description of Program learning Outcomes Assessment Method**

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| **Detailed Description of Assessment** | **Number** |
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**Assessment Rubric of the Program Learning Outcomes**

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