



Course Specifications

Course Title:	Marketing on Internet
Course Code:	MKT430
Program:	Bachelor
Department:	Marketing
College:	CBA
Institution:	PSU

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A. Course Identification

1. Credit hours: 3
2. Course type
a. University <input type="checkbox"/> College <input checked="" type="checkbox"/> Department <input type="checkbox"/> Others <input type="checkbox"/>
b. Required <input type="checkbox"/> Elective <input checked="" type="checkbox"/>
3. Level/year at which this course is offered:
4. Pre-requisites for this course (if any): MKT301
5. Co-requisites for this course (if any): NA

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	30	
2	Blended	6	
3	E-learning	0	
4	Correspondence	2	
5	Other	0	

7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
Contact Hours		
1	Lecture	36
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	36
Other Learning Hours*		
1	Study	10
2	Assignments	10
3	Library	5
4	Projects/Research Essays/Theses	10
5	Others (specify)	
	Total	35

* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

B. Course Objectives and Learning Outcomes

1. Course Description
(Note: General description in the form used in Bulletin or handbook)

2. Course Main Objective

1. What is the main purpose for this course?

This course introduces the students to the concepts of electronic/digital marketing. As the Internet keeps changing and revolving, students will use the textbook only as an introductory guideline. Students will need to find information on the Internet such as available tools and the applications to learn how the Internet works for a business. In this course, students will be exposed to companies that employ social media as a marketing tool and how well these companies are performing with their social media strategy. Additionally, students will also be planning and managing an online advertisement campaign using keywords for a real business.

2. Briefly describe any plans for developing and improving the course that are being implemented. (e.g. increased use of IT or web-based reference material, changes in content as a result of new research in the field)

The instructor intends to use relevant examples in addition to the examples in the book. These examples can be taken from various sources such as personal experience, social media and traditional media. The instructor also intends to encourage students' participation. There will be guest lectures and a field trip related to the Google Adwords Challenge and Internet Marketing respectively.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge:	
1.1	Describe basic concepts related to Internet Marketing. (CLO 1)	PLO 1
2	Skills:	
2.1	Relate the Internet Marketing concepts to real marketing practices. (CLO 2)	PLO 2
2.2	Demonstrate the use of contemporary Internet Marketing tools (CLO 3)	PLO 5
2.3	Identify the problems related to internet marketing and suggest solutions. (CLO 6)	PLO 5
3	Competence:	
3.1	Demonstrate the ability to work in a group (CLO 7)	PLO 7
3.2	Demonstrate presentation skills using technology application	PLO 4

C. Course Content

No	List of Topics	Contact Hours
1	Chapter: 1 Introducing digital marketing	6
2	Chapter 2: Online marketplace analysis: micro-environment	3
3	Chapter 3: The digital macro-environment	3
4	Chapter 4: Digital marketing strategy	3
5	Chapter 5: Digital media and the marketing mix	3
6	Chapter 6: Relationship marketing using digital platforms Guest Speaker Series and Individual Presentations	3
7	Chapter 7: Delivering the digital customer experience	3
8	Chapter 8: Campaign planning for digital media Google Ads Campaign -week 1	3
9	Chapter 9: Marketing communications using digital media channels Google Ads Campaign -week 2	3
10	Chapter 10: Evaluation and improvement of digital channel performance	3
11	Google Ads Workshop	6
12	Google Ads Group project	3

13	Industry work	3
14	Group project presentation	3
Total		49

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		
1.1	Knowledge	Lecture, in class exercises, independent class activities	<u>Major 1 Exam</u> 1 essay question. or <u>Final Exam</u> 1 essay question. or Individual presentation
2.0	Skills		
2.1	Cognitive Skills	Class participation and discussion of real world case studies illustrating Internet marketing concepts	Post-campaign report or <u>Final Exam</u> 1 application essay question.
2.2	Interpersonal Skills & Responsibility	Class participation and discussion of real world case studies illustrating Internet marketing concepts	Pre-campaign report or Final Exam
...			
3.0	Competence		
3.1		Discussions and feedback on draft of reports of campaigns illustrating Internet marketing concepts	Pre-campaign report. Post-campaign report.
3.2			
3.3		Require students to use technology in their presentations	Class presentation (Group project)

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Individual Presentation on Google Ads or current issues/companies on e-Marketing (to get approval from instructor and not overlap with others)	Weekly (sign up)	5%
2	Quiz	All weeks	5%
3	Midterm Examinations	Week 6	40%
4	Post-campaign report & presentation (Group)	Week 13	10%
6	Final exam		40%
7	Total		100

*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 :

. Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice. (include amount of time teaching staff are expected to be available each week)

Students can meet the instructor for consultation and academic advise as below:

Sun (11:00 to 11:50); Mon (12:00 to 12:50); Tue (11:00 to 11:50); Wed (12:00 to 12:50); Thu (11:00 to 11:50)

Students also can contact the instructor as below:

Email: mfatma@psu.edu.sa

W365

F. Learning Resources and Facilities

1.Learning Resources

Required Textbooks	Dave Chaffey Fiona Ellis-Chadwick (2019) Digital Marketing, 7 th Edition; Pearson, UK
Essential References Materials	<ul style="list-style-type: none"> • Strauss, J. & Frost, R. (2014) E-Marketing, 7th Edition; Pearson, Essex • Barker, M.; Barker, D.; Bormann, N. & Neher, K. (2013) Social Media Marketing: A Strategic Approach, International Edition; South-Western Cengege Learning, USA • Geddes, B. (2012) Advanced Google AdWords , 2nd Edition; John Wiley & Sons, Inc. , Indianapolis. <p>Laudon, K. & Travers, C. (2013) E-Commerce, 9th Edition; Pearson, New Jersey - Chapter 2 – some of it Tables 2.3, 2.4 and 2.2: B2C, B2B Business Models and Revenue Models; and explanations.</p>
Electronic Materials	<p>Global Online Marketing Academics Challenge (GOMAC): www.gomachallenge.com</p> <ul style="list-style-type: none"> • Get to know and discover GOMAC: info, datelines • Learn about the required reports – guidelines <p>-Google Online Marketing Challenge (GOMC): www.google.com/onlinechallenge</p> <ul style="list-style-type: none"> • Past years GOMC Pre- and Post-Campaign Reports. <p>-Digital Marketing Course (DMC) : www.google.com/onlinechallenge/dmc</p> <ul style="list-style-type: none"> • Find information on Google Adwords via the modules.
Other Learning Materials	Google Adwords Account and Dashboard to manage the Google Adwords campaign

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Lecture room, computing resources, library, Classroom LMS Moodle, Edugate
Technology Resources (AV, data show, Smart Board, software, etc.)	Computer and projector MOODLE system
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	White board

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Strategies for Obtaining Student Feedback on Effectiveness of Teaching	Student	Course Evaluation Survey (CES)
Evaluation of Teaching by the Instructor or by the Department Classroom observation	Department chair	Classroom observation
Describe the planning arrangements for periodically reviewing course effectiveness and planning for improvement.	Course curriculum committee	Course 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	
Reference No.	
Date	