

Course Description Template

(Approved based on the twinning agreement with the University of Karbala – Faculty of Business Administration / Department of Business Administration)

University Name: Warith Al-Anbiya University

College/Institute: College of Administration and Economics

Scientific Department: Department of Business Administration

Curriculum: Bologna Track for the Second Stage

MODULE DESCRIPTION FORM

Sample course description

Module Information				
Course Information				
Module Title	Digital Marketing		Module Delivery	
Module Type	Basic		<input checked="" type="checkbox"/> Lecture <input type="checkbox"/> Tutorial <input type="checkbox"/> Practical <input type="checkbox"/> Seminar	
Module Code	BA2201			
ECTS Credits	4			
SWL (hr/sem)	150			
Module Level	UGx11	1	Semester of Delivery	1
Administering Department			College	
Module Leader	Eng. Ali Aziz Mohammed		e-mail	
Module Leader's Acad. Title	Assistant Lecturer		Module Leader's Qualification	
Module Tutor				
Peer Reviewer Name				
Scientific Committee Approval Date			Version Number	

Relation with other Modules			
Relationship with other subjects			
Prerequisite module	None	Semester	
Co-requisites module	None	Semester	

Module Aims, Learning Outcomes and Indicative Contents	
Course Objectives, Learning Outcomes, and Instructional Contents	
Module Objectives Course Objectives	<ol style="list-style-type: none"> 1- Developing students' skills in the field of digital marketing . 2- Developing students' skills in the field of using the best digital marketing strategies. 3- Developing students' skills in the field of digital marketing methods. 4- Linking marketing methods in the organization's solution with marketing methods. 5- Using modern marketing methods to satisfy the needs and desires of customers. 6- Using social media channels to build your CRM 7- Using the Marketing Information System and Marketing Research for the Purpose of Rationalizing Decision-Making
Module Learning Outcomes Learning Outcomes for the Course	<ol style="list-style-type: none"> 1- Employing the best digital marketing strategies in order to meet the needs and desires of the consumer. 2- Use of digital marketing techniques 3- Using the elements of the digital marketing mix. 4- Solving the problem of building trust with the consumer and the customer. 5- Ability to use the analysis of internal and external environment elements to solve management problems. 6- Accurate understanding of the external environment to exploit the opportunities available to the organization and avoid threats and the relationships between them. 7- The possibility of solving the effects of the external environment, the environment of industry and competitors. 8- Using Porter's competitive theories in order to provide the best services and quality of service to the renewed and continuous needs and desires of customers. 9- Leverage SWAT analysis and growth matrix to put Iraqi marketing organizations in place.
Indicative Contents	The following main topics will be addressed in the current course

Effects How-to Contents	<ol style="list-style-type: none"> 1- Introduction to Digital Marketing in terms of historical development and concept 2- Difference Between Traditional Marketing and Digital Marketing . 3- Characteristics of Digital Marketing and Digital Marketing Mix 4- Main Channels in Digital Marketing 5- Digital Marketing Challenges and Barriers, Customer Relationship Management Systems in Digital Marketing 6- Dimensions and Stages of Digital Marketing , Digital Marketing Strategies 7- Use digital marketing tools 8- Business Platforms & Digital Marketing
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Learning and Teaching Strategies Learning and Teaching Strategies	
Strategies	<p>The basic learning strategies are:</p> <ol style="list-style-type: none"> 1- Lecture to students in the classroom 2- Use of the school whiteboard. 3- Presenting case studies to students and asking them to solve them. 4- Participation of students in solving problems facing marketing organizations. 5- Assigning students to develop a marketing strategy for a virtual organization. 6- Assigning students to prepare reports related to solving specific administrative and marketing problems.

Student Workload (SWL) The student's academic load is calculated for 15 weeks			
Structured SWL (h/sem)		Structured SWL (h/w)	
Student's regular academic load during the semester	63	Regular Academic Load of the Student Weekly	4.1
Unstructured SWL (h/sem)	87	Unstructured SWL (h/w)	5.9
Student's irregular academic load		Student's irregular academic load per	

during class		week	
Total SWL (h/sem) The student's total academic load during the semester	150		

Module Evaluation					
Assessment of the course					
		Time/Number	Weight (Marks)	Week Due	Relevant Learning Outcome
Formative assessment	Quizzes	2	10% (10)	8,11	All
	Assignments	2	10% (10)	7, 14	All
	Discussions	1	10% (10)	All	All
	Report	2	10% (10)	7,14	All
Summative assessment	Midterm Exam	1hr	10% (10)	11	All
	Final Exam	3hr	50% (50)	16	All
Total assessment			100% (100 Marks)		

Delivery Plan (Weekly Syllabus)	
Theoretical Weekly Curriculum	
Week	Material Covered
Week 1	The concept of digital marketing and its importance
Week 2	Its impact on the organization
Week 3	Digital Marketing Strategies
Week 4	Use digital marketing tools
Week 5	Internal Environment Analysis
Week 6	Case Studies of Global Marketing Organizations
Week 7	Social Media and How to Use It Correctly
Week 8	Pros and Cons of Digital Marketing

Week 9	Digital Marketing Mix
Week 10	Exam
Week 11	Using the SWOT tool to analyze internal environment problems
Week 12	Using the Growth Matrix in External Environment Analysis
Week 13	Challenges Facing Digital Marketing
Week 14	Case Studies of Iraqi Marketing Organizations
Week 15	Review
Week 16	Preparatory week before the final Exam

Delivery Plan (Weekly Lab. Syllabus)

Weekly Laboratory Curriculum

Week	Material Covered
Week 1	
Week 2	
Week 3	
Week 4	
Week 5	
Week 6	
Week 7	

Learning and Teaching Resources

Learning and Teaching Resources

	Text	Available in the Library?
Required Texts	Al-Bakri, Thamer, Marketing Department, 2010, Amman Printing and Publishing House, Jordan	Yes
Recommended Texts	Some University Theses and Dissertations	
Websites	There isn't any	

Grading Scheme

Grading Chart

Group	Grade	Recognition	Marks %	Definition
Success Group (50 - 100)	A - Excellent	Privilege	90 - 100	Outstanding Performance
	B - Very Good	Very good	80 - 89	Above average with some errors
	C - Good	Good	70 - 79	Sound work with notable errors
	D - Satisfactory	Medium	60 - 69	Fair but with major shortcomings
	E - Sufficient	Acceptable	50 - 59	Work meets minimum criteria
Fail Group (0 – 49)	FX – Fail	Deposit (in processing)	(45-49)	More work required but credit awarded
	F – Fail	Failure	(0-44)	Considerable amount of work required

Note: Marks Decimal places above or below 0.5 will be rounded to the higher or lower full mark (for example a mark of 54.5 will be rounded to 55, whereas a mark of 54.4 will be rounded to 54. The University has a policy NOT to condone "near-pass fails" so the only adjustment to marks awarded by the original marker(s) will be the automatic rounding outlined above.