



COLLEGE OF INFORMATION TECHNOLOGY
DEPARTMENT OF MULTIMEDIA SCIENCE

COURSE SYLLABUS/ SPECIFICATION

CODE & TITLE: ITMS 341 - Digital Marketing Technologies

WEIGHT: (2 - 2 - 3)

PREREQUISITE: ITMS 325

NQF Level Allocated: Level 7

NQF Notional Hours / Credits: 120 notional hours/ 12 NQF credit

DESCRIPTION: Through this course, the students will acquire the ability to develop website planning, development and Search Engine Optimization strategy. The course will help the participant execute Keyword search, understand the tools to find keywords (paid and free); and learn Google Adwords. During the course, students will actually plan Search Engine Optimization (SEO) of a website, set up the SEO process; learn about Content Marketing, on-page, and off-page optimization; the tools for Webmaster as well as Mobile SEO. In addition, during this course, the students will learn about the opportunities for targeted advertising in social media and how to execute advertising campaigns that resonate with the audience.

OBJECTIVES:

1. To identify and apply best practices in digital marketing.
2. To learn how to plan and apply strategy, data and business techniques to be successful in digital marketing.
3. To apply the practical knowledge, tools, and techniques involved with SEO.
4. To use various techniques to rank any webpage on Top of search engines; advance On-Page and Off-Page Optimization, Directory Submission, Keyword research, etc.
5. To create and maintain a positive online image and to effectively manage their company/product's reputation.

SEMESTER:
INSTRUCTOR:
OFFICE TEL.:
EMAIL:

ACADEMIC YEAR:

Intended Learning Outcomes (ILOs):

A. Knowledge and Understanding		NQF Descriptor/ Level
A1	<u>Concepts and Theories:</u> Demonstrate <i>advanced knowledge and understanding</i> of concepts related to digital marketing	Knowledge: theoretical understanding [Level 7]
A2	<u>Contemporary Trends, Problems and Research:</u> NA	
A3	<u>Professional Responsibility:</u> NA	

B. Subject-Specific Skills		NQF Descriptor/ Level
B1	<u>Problem Solving:</u> Use <i>advanced level of skills</i> to solve problem by adding digital marketing components.	Knowledge: Practical Application [Level 7]
B2	<u>Modeling and Design:</u> <i>Undertake research</i> to design the architecture of digital content management and strategies that satisfy market specifications.	Knowledge: Practical Application [Level 7]
B3	<u>Application of Methods and Tools:</u> Apply <i>advanced skills, techniques, and tools</i> to create and manage digital marketing projects.	Knowledge: Practical Application [Level 7]

C. Thinking Skills		NQF Descriptor/ Level
C1	<u>Analytic:</u> <i>Critically evaluate existing</i> digital marketing problems and user requirements to explore the areas of enhancement.	Generic Problem Solving & Analytical skills [Level 7]
C2	<u>Synthetic:</u> NA	
C3	<u>Creative:</u> <i>Demonstrate creativity</i> in implementing digital content projects.	Generic, Problem Solving and Analytical Skills [Level 7]

D. General and Transferable Skills (Other Skills Relevant to Employability and Personal		NQF Descriptor/ Level
D1	<u>Communication:</u> Use advanced level of skills to communicate information in appropriate oral and written forms.	Communication, ICT and Numeracy Skills [Level 7]

D2	<u>Teamwork and Leadership:</u> NA	
D3	<u>Organizational and Developmental Skills:</u> Operate advanced level of responsibility to organize ideas and effectively allocate time.	Competence: Autonomy, Responsibility and Context [Level 7]

Course Structure (Outline)						
Week	Hours		ILOs	Topics	Teaching Method	Assessment Method
	Lecture	Lab				
1	2	2	A1	Course Overview, Syllabus, Expectations, Technology. <ul style="list-style-type: none"> • Introduction of the digital marketing • Digital vs. Real Marketing • Digital Marketing Channels 	Lecture, Class Discussion,	-
2	2	2	A1, B3	<ul style="list-style-type: none"> • Creating initial digital marketing plan • Content management • SWOT analysis 	Lecture, Laboratory	Oral Participation
3	2	2	A1, B3	<ul style="list-style-type: none"> • Web design • Optimization of Web sites • MS Expression Web 	Lecture, Laboratory	Oral Participation
4	2	2	A1, B1, B2 B3, C1, D1	<ul style="list-style-type: none"> • SEO Optimization • Writing the SEO content 	Lecture, Laboratory	Lab Project 1
5	2	2	A1, B3	<ul style="list-style-type: none"> • Google AdWords- creating accounts • Google AdWords- types 	Lecture, Laboratory	Oral Participation
6	2	2	A1, B1, B3 D1, D3	<ul style="list-style-type: none"> • Introduction to CRM • CRM platform • CRM models 	Lecture, Laboratory	Assignment 1
7	2	2	A1, B3	<ul style="list-style-type: none"> • Introduction to Web analytics • Web analytics – levels • Introduction of Social Media Marketing 	Lecture, Exercises, Laboratory	Oral Participation
8	2	2	A1, B1, B2, B3, C1,	<ul style="list-style-type: none"> • Creating a Facebook page • Visual identity of a Facebook page • Types of publications 	Lecture, Laboratory	Major Exam

9	2	2	A1, B3	<ul style="list-style-type: none"> • Business opportunities and Instagram options • Optimization of Instagram profiles 	Lecture, Laboratory	Oral Participation
10	2	2	A1, B3	<ul style="list-style-type: none"> • Integrating Instagram with a Web Site and other social networks • Keeping up with posts 	Lecture, Laboratory	Oral Participation
11	2	2	A1, B1, B2 B3, C1, D1	<ul style="list-style-type: none"> • Business tools on LinkedIn • Creating campaigns on LinkedIn • Analyzing visitation on LinkedIn 	Lecture, Laboratory	Lab Project 2
12	2	2	A1, B1, B3 D1, D3	<ul style="list-style-type: none"> • Creating business accounts on YouTube • YouTube Advertising • YouTube Analytics 	Lecture, Laboratory	Assignment 2
13	2	2	A1, B3	<ul style="list-style-type: none"> • Facebook Ads • Creating Facebook Ads • Ads Visibility 	Lecture, Laboratory	Oral Participation
14	2	2	A1, B3	<ul style="list-style-type: none"> • E-mail marketing • E-mail marketing plan • E-mail marketing campaign analysis • Keeping up with conversions Digital Marketing Budgeting: <ul style="list-style-type: none"> • resource planning • cost estimating • cost budgeting • cost control 	Lecture, Laboratory	Oral Participation
15	2	2	B1, B2, B3, C1, D1, D3	Student Projects	Project Supervision	Evaluation of Project Presentations and Reports
16	2	2	A1, B2, B3, C1, C3	All Topics	Lessons learned and closing	Final Final Exam

TEACHING MATERIALS

TEXTBOOK(S): 1. Ryan, D. (2017). Understanding Digital Marketing: Marketing Strategies for Engaging

- the Digital Generation, Kogan Page Limited.
2. The Beginner's Guide to Digital Marketing (2015).

HANDOUT(S): Power point slides, <http://www.ahlia.edu.bh/moodle>.

- REFERENCE(S):**
1. Digital Marketer.Pulizzi,J.(2014) Epic Content Marketing, Mcgraw Hill Education.
 2. The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, Ian Dodson (2016), Wiley; 1 edition.
 3. Digital Marketing For Dummies, Ryan Deiss (2017), For Dummies; 1 edition
 4. Introduction to Search Engine Marketing and AdWords: A Guide for Absolute Beginners, Todd Kelsey (2017), Apress; 1st ed. edition

ASSESSMENTS

Type of Assessment	Description	ILOs ³	Weighting
Lab Project 1	Students will be asked (individually) to creating Websites; Writing the SEO content; SEO Optimization; Google AdWords; CRM Platform. The output of the project should be submitted electronically by the end of week 8 to be tested and evaluated. Student project will be evaluated in lab sessions where students have to justify their choices of the design.	B1, B2 B3, C1, D1	5%
Lab Project 2	Students will be asked (individually) to creating Social Media Marketing Plan; Making a Facebook page; Budgeting; Final presentation. The output of the project should be submitted electronically by the end of week 13 to be tested and evaluated. Student project will be evaluated in lab sessions where students have to justify their choices of the design.	B1, B2 B3, C1, D1	5%
Assignments 1 & 2	Two assignments consist of some short-answer and essay questions on object oriented concepts and theories covered in class. Soft copy submission is required by the end of the 4th week and 11 th week through the course page in Moodle where answers will be checked by Turnitin against plagiarism. (Average will be taken.)	B1, D1, D3	15%
Major Exam (Written)	The written test will be an in-class 1:30 hour test that will consists of MCQs, short-answer, essay, and problem solving questions and cover the topics studied in the first 8 weeks.	A1, B1, B2, B3, C1	20%

Final Project (Report And Presentation)	Students will be asked (individually) to use a structured and disciplined approach to develop a digital marketing project. Each student starts by choosing a themes to do, followed by design, creation including evaluations, and ends with delivering a project. The developed system and associated issues will be presented.	B1, B2, B3, C1, D1, D3	15%
Final Exam	The final exam is comprehensive and will be of two hours duration.	A1, B2, B3, C1, C3	40%
Oral Participation	Students will be questioned orally to demonstrate their understanding and knowledge of the topics covered during class lectures and lab sessions.	A1, D1	Formative
Overall			100%

13. Admissions	
Pre-requisites	ITMS 325
Minimum number of students	5
Maximum number of students	20