Module (Course Syllabus) Catalogue

2022-2023

College/ Institute	E-Marketing
Department	Technical College of Administration
Module Name	Farman Tahseen Aziz
Module Code	
Degree	**Technical Diploma** ☐ **Bachler** ☐ **High Diploma** ☐ **Master** ☐ **PhD** ☐
Semester	4
Qualification	Doctorate
Scientific Title	Asst. lecturer
ECTS (Credits)	5
Module type	**Prerequisite** ☐ **Core** ☐ **Assist.** ☐
Weekly hours	
Weekly hours (Theory)	(4)hr Class ( )Total hrs Workload
Weekly hours (Practical)	( )hr Class ( )Total hrs Workload
Number of Weeks	
Lecturer (Theory)	
E-Mail & Mobile NO.	Farman.tahseen@epu..edu.iq/07504260026
Lecturer (Practical)	
E-Mail & Mobile NO.	
Websites	

Course Book

Course Description	This course provides an overview of the rapidly changing world of marketing, and builds on marketing principles to investigate specialist areas. The Internet and other technologies provide many opportunities for marketing applications. By addressing what is unique about electronic marketing, the course explores how these technologies are creating value for customers as well as benefits for companies and their brands.
Course objectives	1- Describe and understand the terminology, concepts, and activities of electronic marketing. 2- Identify the recent developments and their origins in electronic marketing practice. 3- Prepare students to develop an integrated electronic marketing strategy.
Student's obligation	Students are required to prepare reports, project, quizzes, and homework.
Required Learning Materials	Strauss, Judy & Frost, Raymond (2014). E-Marketing. 7th ed. UK: Pearson EducationInc.

	Task	Weight (Marks)	Due Week	Relevant Learning Outcome
Evaluation	Paper Review			
	Homework	5	Every week	
	Class Activity	5	Every week	
	Report	10	Week 10	
	Seminar			
	Essay			
	Project	5	Week 10	
	Quiz	5		
	Lab.			
	Midterm Exam	20		

	Final Exam	50		
	Total			
Specific learning outcome:	• know business excellence models and be able assess organization's performance making reference to their criteria; • know the principles of total quality management and peculiarities of their implementation; • be able to use quality management methods analyzing and solving problems of organization;			

Course References:		

Course topics (Theory)	Week	Learning Outcome
E-Marketing- Past, Present, Future	1	
E-Marketing Plan	2	
E -Marketing Research	3	
Connected Consumers Online	4	
Price: The Online Value	5	
Placement: Internet for Distribution	6	
E-Marketing Communication: Owned Media	7	
E-Marketing Communication: Paid Media	8	
Promotion: Internet for Communication	9	
Customer Relationship Management	10	
SOCIAL MEDIA MARKETING	11	
EMAIL MARKETING	12	

Practical Topics	Week	Learning Outcome

Define TQM.
State the importance to TQM

Extra notes:

External Evaluator