

## Module (Course Syllabus) Catalogue

### 2023-2024

<b>College/ Institute</b>	E-Marketing		
<b>Department</b>	Technical College of Administration		
<b>Module Name</b>	Sardar Yaseen Sabir		
<b>Module Code</b>	EMA302		
<b>Degree</b>	<b>Technical Diploma</b> <input type="checkbox"/>	<b>Bachelor</b> <input checked="" type="checkbox"/>	<b>High Diploma</b> <input type="checkbox"/>
	<b>Master</b> <input type="checkbox"/>	<b>PhD</b> <input type="checkbox"/>	
<b>Semester</b>	3		
<b>Qualification</b>	Bachelor		
<b>Scientific Title</b>	<b>Prerequisite</b>	<b>Core</b>	<b>Assist.</b>
<b>ECTS (Credits)</b>	6		
<b>Module type</b>	(4)hr Class <input type="checkbox"/>	( ) Total hrs	Workload
<b>Weekly hours</b>	( )hr Class	( ) Total hrs	Workload
<b>Weekly hours (Theory)</b>			
<b>Weekly hours (Practical)</b>			
<b>Number of Weeks</b>			
<b>Lecturer (Theory)</b>	<a href="mailto:Sardar.sabir@epu.edu.iq/">Sardar.sabir@epu.edu.iq/</a>		
<b>E-Mail &amp; Mobile NO.</b>	07504674770		
<b>Lecturer (Practical)</b>			
<b>E-Mail &amp; Mobile NO.</b>			
<b>Websites</b>			

# Course Book

<p><b>Course Description</b></p>	<p>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.</p>				
<p><b>Course objectives</b></p>	<p>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.</p>				
<p><b>Student's obligation</b></p>	<p>Students are required to prepare reports, project, quizzes, and homework.</p>				
<p><b>Required Learning Materials</b></p>	<p>Strauss, Judy &amp; Frost, Raymond (2014). E-Marketing. 7<sup>th</sup> ed. UK: Pearson Education Inc.</p>				
<p><b>Evaluation</b></p>	<p><b>T a s k</b></p>	<p><b>Weight (Marks)</b></p>	<p><b>Due Week</b></p>	<p><b>Relevant Learning Outcome</b></p>	
	<p>Paper Review</p>				
	<p>Assignments</p>	<p>Homework</p>	<p>10</p>	<p>Every week</p>	
		<p>Class Activity</p>	<p>2</p>	<p>Every week</p>	
		<p>Report</p>	<p>16</p>	<p>Week 10</p>	
		<p>Seminar</p>	<p>16</p>		
		<p>Essay</p>			
		<p>Project</p>			
	<p>Quiz</p>		<p>8</p>		
	<p>Lab.</p>				
<p>Midterm Exam</p>		<p>24</p>			

	Final Exam	40		
	Total	100		
<b>Specific learning outcome:</b>	<ul style="list-style-type: none"> <li>• know business excellence models and be able assess organization's performance making reference to their criteria;</li> <li>• know the principles of total quality management and peculiarities of their implementation;</li> <li>• be able to use quality management methods analyzing and solving problems of organization;</li> </ul>			

<b>Course References:</b>		
<b>Course topics (Theory)</b>	<b>Week</b>	<b>Learning Outcome</b>
E-Marketing- Past, Present, Future	1	
Big data	2	
Internet of Things	3	
Concept E-Marketing	4	
E-Marketing categories	5	
Obstacles facing Internet marketing	6	
E-Marketing Plan	7	
E-Marketing Communication: Owned Media	8	
Promotion: Internet for Communication	9	
Customer Relationship Management	10	
E -Marketing Research	11	
Connected Consumers Online	12	
<b>Practical Topics</b>	<b>Week</b>	<b>Learning Outcome</b>

<b>Questions Example Design</b>		
<b>Define Big Data</b> <b>What is IoT?</b>		
<b>Extra notes:</b>		
<b>External Evaluator</b>		