



Course Descriptor
INTE 401 Digital Marketing

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|-------------------------------|------------|------------------------------------|-------------------|
| Proposed Academic Year | 2021/ 2022 | Last Reviewed Academic Year | 2020/2021 |
| Course Code | INTE 401 | Course Title | Digital Marketing |
| Credit hours | 3 | Level of study | Undergraduate |
| College / Centre | COBA | Department | MIFS |
| Co-requisites | None | Pre-requisites | MNGT201 |

1. COURSE OUTLINE

The course "Digital Marketing" provides a detail description of digital marketing strategies, concepts, and implementation. The course includes topics such as plan a website, email marketing, website marketing, social media and video marketing.

2. AIMS

[This course aims to provide the students with a solid concept of digital marketing and related area.

3. LEARNING OUTCOMES, TEACHING, LEARNING, ASSESSMENT METHODS , and Graduate Attributes Mapping

| Learning Outcomes (Definitive) | Teaching and Learning methods (Indicative) | Assessment (Indicative) | Graduate Attributes Mapping |
|---|--|--|--|
| Upon successful completion of this course, students will be able to: | | | |
| 1 Describe thoroughly the key role and importance of digital marketing in the modern business. | Lectures and seminars, Case Studies, Group work, presentations, lab work | Class Presentation, Written Examination, Class Presentation, Written Examination, Assignment Project | Knowledge of a discipline. Global insight |
| 2 Analyze the elements of digital marketing and strategy | Lectures and seminars, Case Studies, Group work, presentations, lab work | Class Presentation, Written Examination, Class Presentation, Written Examination, Assignment Project | Innovative spirit. Knowledge of a discipline. |
| 3 Demonstrate how the usefulness of digital marketing campaign can be measured. | Lectures and seminars, Case Studies, Group work, presentations, lab work | Class Presentation, Written Examination, Class Presentation, Written Examination, Assignment Project | Knowledge of a discipline. Global insight |



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| <p>4 Critically analyze and apply advanced practical skills in digital marketing.</p> | <p>Lectures and seminars, Case Studies, Group work, presentations, lab work</p> | <p>Class Presentation, Written Examination, Class Presentation, Written Examination, Assignment Project</p> | <p>Commitment to national development and Omani ethical values. Adaptability to changing environments. Knowledge of a discipline.</p> |
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4. ASSESSMENT WEIGHTING

| Assessment | Percentage of final mark (%) |
|--------------------|------------------------------|
| Final | 30 |
| Mid | 30 |
| Assignment/Project | 30 |
| Participation | 10 |
| | |
| | |
| TOTAL | 100% |

5. ACHIEVING A PASS

Students will achieve 3 credit hours for this course by achieving a minimum overall score of 50%
NB *Ensure that ALL learning outcomes are considered.

6. COURSE CONTENT (Indicative)

| LECTURE TOPIC | TIME (HOURS) |
|--|--------------|
| Overview of Digital Marketing | 08 |
| Search Engine Optimization- SEO | 07 |
| Google Ads and Google Business | 06 |
| Concepts and Implementation of Inbound Digital Marketing | 06 |
| Social Media Marketing | 06 |
| Video Marketing-such as YouTube etc. | 07 |
| Google Analytics | 05 |
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