**Polyflip Storyboard Canvas**: Chart your course. Think about your objectives (what do you want to reach with your students 🡺 Bloom Taxonomy), your criteria of evaluation (how will you check this?) and your method of evaluation (how are you going to evaluate this?). How did you integrate Technology, Content, Pedagogy taking the Context into account 🡺 TPack

Evaluation method online content

Feedback

Assessments

Assignments

- Online quizzes

- Online discussions

- personalized feedback to students based on their performance

- Peer assessment and feedback:

Group size

* Intermediate 25 student

*Version:*

1.0

*Date:23-5-2023*

*Designed by :Dr. : Maan Alkhateeb*

*Designed for: E-marketing course : Third year E-commerce students*

Afbeelding met tekst, tafelgerei, serviesgoed, bord

Automatisch gegenereerde beschrijving

Evaluation method F2F content

Feedback

Assessments

Assignments

- Quizzes and exams to assess theoretical knowledge

- Group projects and case studies for practical application

- Class discussions and participation

- Individual or group presentations

- Final project or portfolio demonstrating e-marketing skills

- Peer assessment and feedback

F2F course content:

-Making a plan for digital marketing

-Creating buyer personas and identifying target populations

- Creating interesting and sharing content Search engine optimization

- Distribution and promotion tactics for content

- Creating and managing social media profiles

-Developing social media content strategies

-Social media advertising and paid campaigns

-Understanding search engine algorithms

-On-page and off-page SEO techniques

-Keyword research and optimization

-SEO best practices and website optimization

- Designing effective email campaigns

-A/B testing and optimizing email performance

-Email marketing analytics and tracking

- Tracking website traffic and user behavior

-Analyzing key performance indicators (KPIs)

- Conducting user experience (UX) audits

Conversion rate optimization techniques

A/B testing and landing page optimization

Objective 3: make use of social media for marketing.

Objective 4:

Implement email marketing strategies and evaluate their success.

Objective 5:

- Improve organic visibility by optimizing websites and content for search engines

Objective 6:

Analyze and interpret data and analytics from digital marketing

Proportion F2F and distance

O 40% distance

O 60% F2F

Description of the course

Businesses are moving their marketing initiatives away from traditional media and toward digital channels like search engines, social media, and mobile. These technologies affect both customer behavior and business performance. Some of these concepts are crucial for marketing managers to comprehend.

Objective 1

- Learn the core ideas and principles of e-marketing

Needs

Class room

LCD Projector

Reliable Internet Connection

LMS

Video Conferencing Software ( e,g . Zoom, Microsoft Teams)

Outcome of this course:

the expected outcomes of the course include a comprehensive understanding of e-marketing principles, practical skills in implementing digital marketing strategies, and the ability to analyze data and adapt strategies for effective online marketing campaigns.

Online course content:

-An overview of e-marketing and its significance in the digital age

-Understanding consumer behavior in the digital environment

- Defining marketing objectives and goals

- Conducting competitor research

- Understanding the Content Role in Digital Marketing

- Introduction to social media platforms and their marketing potential

- Building an email list and managing subscribers

- Introduction to digital marketing analytics tools

- Reporting and presenting marketing data

- Understanding the conversion funnel

Target group:

*The third year e-commerce students*



Objective 2

- Improve your online presence and reach by implementing effective digital marketing methods