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

Module 1 Title: Digital Marketing Context

Module 1		Online Module content (LTM + Activities + tools)	Evaluation method online content	Target group
Digital Marketing Context	**Module Objective 1** Recognize special characteristics of the digital market and consumer behavior.	1. Overview of digital marketing. 2. The 7Ps. 3. RACE digital marketing framework. 4. Define online customer value proposition	✓ **As learning:** Discussion boards, quizzes, and student presentations. ✓ **For learning:** Q&A sessions, group projects, and group case study discussions. ✓ **Of Learning** Case study analysis, and Assignments.	➢ The course will focus on students who are in their 1st and 2nd year. ➢ Business administration and economics students. With a focus on Digital Marketing specialization students. ➢ Students from other programs who are interested in digital marketing principles.
	Module Objective 2 Define the elements of the digital marketing mix (7D).			

Proportion F2F and distance	Module Objective 3	F2F Module content (LTM + Activities + tools)	Evaluation method F2F content	
o 20% distance o 70% F2F o 10% Field Visit	Compare the traditional vs. digital marketing.	1. Comparing digital marketing with traditional marketing. 2. Digital marketing strategy development process 3. Evaluate digital marketing performance 4. Overview of digital marketing environment elements. 5. Set digital marketing strategic objectives 6. Define digital marketing strategy 7. Digital relationship marketing 8. Digital marketing-mix 9. Digital marketing experience 10. Measure and control 11. Digital strategy global view	✓ **As learning:** Quizzes and student presentations ✓ **For learning:** In-class discussions and group project presentations and discussions. ✓ **Of Learning** Exams.	

Group size	Module Objective 4	Field visit Module content (LTM + Activities + tools)		
o Small: (20-30 students)	Identify the role of digital tools in the marketing strategy.	– Project: Digital marketing campaign for a local company.		

	Module Objective 5 Conducting a digital marketing campaign in one of the local companies.			

Needs ● Educational Platforms ● Internet accessibility ● Book and summaries. Technical support for instructors and students	ILO's of this module At the end of this module, the students will be able: - Define target groups deriving from the corporate strategy - Outline value proposals and marketing messages - Analyze and classify different digital marketing channels to reach target audiences - Create basics for digital marketing campaigns responding to strategic objectives - Incorporate additional/deeper information by using web sources