

Designed for:
Digital Marketing course students

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Module 3 Title: Content Marketing and Social Media

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Module no.3	Module Objective1	Online Module content	Evaluation method (online):	Target group
Content Marketing & Social Media	Define and differentiate inbound and outbound marketing strategies.	1. Content Marketing: Definition and Strategy 2. Content Marketing Types: Blog 3. Content Marketing: Social Media 4. Content Marketing Types: Video 5. Content Marketing Types: Email Marketing	✔ <i>As learning:</i> Discussion boards, quizzes, and student presentations. ✔ <i>For learning:</i> Q&A sessions, group projects, and group case study discussions. ✔ <i>Of Learning</i> Case study analysis, and Assignments.	● The course will focus on students who are in their 1 st and 2 nd 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			
Proportion F2F and distance ○ 30% Online ○ 60% F2F ○ 10% Field Visit/ (LMT)	Module Objective3	F2F Module content	Evaluation method (F2F):	
	Module Objective4	1. Content Marketing Types: Blog 2. Content Marketing: Social Media 3. Content Marketing Types: Video 4. Content Marketing Types: Email Marketing 5. Content Marketing: Planning	✔ <i>As learning:</i> Quizzes and student presentations ✔ <i>For learning:</i> In-class discussions and group project presentations and discussions. ✔ <i>Of Learning</i> Exams.	
Group size	Module Objective5	Field visit Module content		
Small: (20-30 students)	Identify and analyze the strengths and weaknesses of major social media platforms. Module Objective6 Develop targeted social media campaigns aligned with specific business goals.	Project: Digital marketing campaign for a local company.		
Needs		ILO's		
● Educational Platforms ● Internet accessibility ● Book and summaries. ● Technical support for instructors and students		1. Understand the fundamentals of inbound marketing and content marketing 2. Develop a content marketing strategy for a blog 3. The students know the main rules in the preparation of blog content. 4. Learn how to use different social media platforms effectively, from creating engaging content to targeting the right people. 5. The students know how the AIDA methodology helps with blog content creation. 6. The students will understand the benefits of social media marketing for business. 7. The students know how to plan & create social media content.		