Flip 3EEE Model Canvas - Course Overview

Designed for: Digital Marketing Course

Designed by: Dr. Maan Alkhateeb, Dr. Abdalnasser Daana, Dr. Mohammed Abdalrahman, Dr. Bilal Younis, Dr. Rania Alkhateeb

Date: 1/9/2024

Version: 1.0

Key Partners

Who are the key Partners?

- University management and staff.
- Local and international industry experts
- Content creators
- Online learning platforms such as "Moodle"
- Students alumni who can share their knowledge and experience with other students.

Course Modules

1. Digital Marketing Context
2. Digital Media Channels and SEO
3. Content Marketing & Social Media
4. Web Analytics

Key Activities

- Curriculum development
- Blended learning planning and implementation.
- Assessments and feedback
- Networking events

Key Resources

What are the resources I need to realize my FCA course?

- Financial support
- Faculty members.
- Educational Platforms
- Digital Marketing Tools
- Library
- Computer labs
- Arranging Field Visits

Value Propositions

What is my course about?

The first course of its kind that uses the blended learning model aiming to educate the targeted students about the main concepts of digital marketing and provide them with the needed skills to apply its strategies in the Palestinian market

How do I want to realize my course objectives?

- Lectures
- Practical workshops in partnership with industry experts
- Student projects
- Case study discussions.

What will my students know after having taken my course?

Understand digital marketing concepts and be able to use its tools to design an effective digital marketing campaign.

Target group relationship

Do I know the group of students already and if yes: what do I know about them?

The target group is well-known since the digital marketing course is already taught in some Palestinian universities (classical course), and most of the students are students of business administration and economics faculty in their 1st and 2nd

Channels

How will I deliver my course content?

Course content will be delivered through multichannel as:
- Moodle platform.
- Face-to-face interactive lectures.
- Guest Speaker.
- Workshops with experts.

Target group

Who am I creating this FCA course for?
What is the group size?

- The course will mainly target business administration and economics students. With a focus on Digital Marketing specialization students.
- The course will focus on students who are in their 2nd and 3rd year.

Cost Structure

What are the pitfalls for me and my students?

- Technical difficulties.
- Time Management.
- Maintaining engagement.
- Self-Motivation and discipline.

What will be my time investment?

The course will extend for one semester (about 4 months). Times will be invested in preparing and planning for course requirements and engagement with students.

What are my hard- and software needs?
- High speed internet.
- Computers
- Learning management system (LMS)
- Communication tools as Zoom.
- Content creation tools as Microsoft office suite, Adobe creative cloud, and H5P.

Revenue Streams

How can I overcome the obstacles?

- Provide adequate training for instructors.
- Offer an orientation session to familiarize students with the course structure.

What will my outcome be and what will be the outcome for my students?

- The outcomes are identified in detail in the storyboard Canvas of each module.

How will I evaluate the knowledge students gained from the F2F and the online content?

- Quizzes and interactive activities.
- In-Class participation
- Major projects, assignments, and presentations.

Flip 3EEE