Course: Bachelors in Information Technology

Module: Online Marketing

Module Code Number: OM303

Learning Hours and Tutorials

Lectures: 25 lecture Hours

Tutorials: 25 Tutorial Hours

Expected learning outcomes:

- ❖ To recognize factors that influence the way of making decisions
- ❖ To equip students with a range of behavioral perspectives within which the impact decisions may be anticipated
- ❖ To develop a critical appraisal of the cultural impact of marketing activities via study of the various interest groups and regulatory imperatives
- ❖ To develop the ability to discern the underlying logic of the mathematical activities encountered daily.

Curricular Content:

#	Topic	Subject in Detail	Lecture Hours	Tutorial Hours
1	Online Marketing	➢ What is Marketing ➢ What is Online Marketing? ➢ Difference between Traditional and Online Marketing ➢ Components of Online Marketing	2	2
2	Olm Terminology	➢ SEO Friendly Website ➢ Why do I Need an SEO Friendly Website? ➢ Crawlers ➢ Developing an SEO Friendly Website	2	2
3	Online Advertising	➢ What is Online Advertising? ➢ Publishing an Online Advertise ➢ Online Advertising Performance Measurement ➢ Advantages of Online Advertising	2	2

4	**Mobile Advertising**	➢ What is Mobile Advertising? ➢ Advantages of Mobile Advertising ➢ Mobile Advertising Units ➢ Sensor-Enabled Mobile Advertising	2	2
5	**Search Engine Marketing**	➢ Search Engines ➢ Search Marketing Approaches ➢ How to Get Organic Results ➢ How to Get Inorganic Results ➢ Organic versus Inorganic Search – Which is Better? ➢ Steps Involved in Search Engine Marketing	2	2
6	**E-Mail Marketing**	➢ Types of E-Mails ➢ Setting Up an E-Mail Marketing Campaign ➢ Tracking an E-Mail Marketing Campaign	2	2
7	**Affiliate Marketing & Social Media Marketing**	➢ How Affiliate Marketing Works ➢ Getting Best out of Affiliate Marketing ➢ Referral Marketing ➢ Importance of Social Media ➢ Using Different Social Media Platforms ➢ Social Media Marketing Tips	2	2
9	**Online Reputation Marketing**	➢ Managing Reputation ➢ History of Business Failures Due to Negative Feedbacks ➢ Managing Reputation ➢ History of Business Failures Due to Negative Feedbacks	2	2
10	**Content Marketing**	➢ What is Content Marketing? ➢ Goals of Content Marketing ➢ Types of Content	2	2
11	**Blogs, Banners, And Forums**	➢ Blogs ➢ Banners ➢ Internet Forums	2	2
12	**Web Analytics**	➢ What is Web Analytics? ➢ Types of Web Analytics ➢ Metrics of Web Analytics ➢ Micro and Macro Level Data Insights ➢ Web Analytics – What to Measure?PERT Analysis ➢ Using PERT Analysis to Estimate Durations	2	2

13	OLM Efforts	➤ Total visits ➤ New Sessions ➤ Bounce Rate ➤ Channel-Specific traffic ➤ Conversions ➤ Cost Per Conversion (CPC) ➤ Return on Investment (ROI) ➤ OLM Impact ➤ Pros of Online Marketing ➤ Cons of Online Marketing	3	3
		Total	25	25

Assessment Methods and Grading Criteria

Grading criteria

Grade	Description	Mark
HD	High Distinction	85-100
DI	Distinction	75-84
CR	Credit	65-74
PA	Pass	50-64
SA	Satisfactory	Pass where no grade is given
RS	Re-sit	45-49
RD	Re-do	00-44
US	Unsatisfactory	Fail where no grade is given

Assessment Type	Task Type	Weight	
Internal Assessment			50%
Case Study 1	Individual / Online	5 %	
Case Study 2	Individual / Online	5 %	
Presentation	Individual / Online	15 %	
Written Assignment	Individual	25 %	
Final Examination	Individual		50 %

Assessment Details

Case Study   10%

After first four topics a case study based on the topic will be given. Each case study will contain a range of questions covering the topic. The students are expected to analyse the case and answer it.

Quizzes will be administered according to the following table.

CASE STUDY	TOPICS COVERED
Case Study 1	From Topic 1 to Topic 4
Case Study 2	From Topic 5 to Topic 8

Written Assignment 25%

The students will be provided an assignment worksheet of sixteen questions. The assignment must be submitted within seven working days after the last lecture. The assignment task will be given before the last week of lecture sessions.

Final Examination   50%

Final examination paper will be assessed out of 100 marks.

The paper will be set for 3 hours plus 10 minutes reading time.

The examination paper will consist of three sections.

- Section A: 10 multiple-choice questions carrying 1 mark each

- Section B: 10 short answer questions carrying 4 marks each

- Section C: 5 structured questions carrying 10 marks each

4.6.11 List of reference materials, if relevant:

❖ Online Marketing for Start-Ups and Offline Business   by Ade Asefeso

Additional Supporting references:

❖ Online Marketing: A Customer-Led Approach Paperback by Richard Gay (Author), Alan Charlesworth