

Course Description

MS - Electronic Marketing and Social Media

2020/2021

Course No.	Course Name	Course Description
33774	Research Methods	This course gives an insight on different research methods, covering both behavioural and constructive research with more focus on the qualitative and quantitative methods and how to utilize computer capabilities in business research. It contains the concepts of research process, research design, collection methods, measurement concepts and techniques, data analysis and presentation. The main learning emphasis in this course is placed on improved critical thinking ability (analytical and creative) as it relates to research methods and implementation. This course is very applied in nature especially for marketing firms.
35701	Advanced Marketing Management	This course covers the administrative functions applied in the marketing department, which include planning, organizing, directing and controlling marketing activities, in addition to marketing styles utilized in the marketing mix (product, pricing, promotion and place). It discusses and explain the business market and the difference between consumer and business markets
35702	Advanced Brand Management	The course embodies a systematic approach of forming brand strategies and identity. It is imperative for contemporary brand managers to possess sufficient knowledge on consumer behavior, and the formation of strong brand perception and brand equity through structured brand management. Thus, the course emphasizes the branding values, models, and tactics to ensure differentiation. The course links theory to practice through the deployment of real-life case studies. Since versatile skills are crucial in modern marketing, the course aims to instill holistic knowledge of brand management, as an integral aspect of contemporary marketing, and in turn equip graduates to assume positions in branding management and consultation, as they become skilled in critical assessment and application of branding concepts and theories.

35703	Omnichannel Retailing	This course outlines the importance of omnichannel approach to marketing and retailing distribution channels as a concept, including its functions. It focuses on the analysis of the marketing environment including its intermediaries (wholesalers, retailers, and agents), the distribution channels of goods and services, and the factors that affect the distribution channel design including selection, leadership, motivation, and evaluation. In addition, this course identifies the opportunities and the causes of conflict between members of the marketing channels, including key aspects such as administration, physical distribution, and modern methods of digital distribution. The purpose of this course is to deepen students' understanding of core channel strategies and how channel conflicts are managed. Hence, allow them to develop an understanding of how to design marketing channels effectively.
35704	Marketing Ethics	This course introduces the student to the role of ethics in e-marketing in global economy. This course examines concepts, behaviours, practices, and challenges relevant to the process of planning and implementing the electronic marketing practice and creating value via ethical processes, systems, and strategies. Topics include ethical promotion and pricing strategies, marketing research, and marketing implementation.
35711	Digital Marketing Strategy	The aim of this module is to provide students with a comprehensive introduction to digital strategy to enhance their knowledge of marketing concepts in the digital space. It will discuss methods for defining strategies and evaluating their performances over their time horizon. Likewise, it will strengthen students' knowledge of short- and long-term objectives of digital marketing strategies and how we measure them.
35712	Digital Marketing Communications	This course covers the concepts of integrated digital marketing as well as its key components and planning processes (digital and traditional) through the optimal use of the main elements of personal selling, advertising, publicity, public relations, publishing, and direct marketing. It helps evaluate the strategic issues involved in marketing communications in a digital context.
35713	e-Service Marketing	This course covers the contemporary development of e-services marketing, its main features, and the challenges encountering managers in the field. Other topics include e-service design, demand management, the perceived quality of services, and the challenges associated with e-services marketing. It helps student comprehend the importance and the role of e-services marketing in the economy, and understand the unique challenges involved in marketing and managing e-services.

35714	Digital Advertising	The course outlines the importance of social and economic role in advertising in accordance with key aspects, including marketing, productivity, and other social and educational elements. This course also focuses on online advertising and covers the scientific methods in the planning and preparation of advertising campaigns, in addition to identifying the requirements for planning and implementing traditional digital advertising campaigns.
35715	e-Customer Relationship Management	This course gives emphasis to the importance of building a strong and ongoing relationship between a business organization and its customers – Customer Relationship Management (CRM) – on the basis of mutual positive interaction between the two parties and to serve the marketing process. This course also underlines the importance of building a database for strategic planning in a business organization to support its interaction with the consumer environment, and also to form and strengthen marketing knowledge.
35716	Digital Consumer Behaviour	The aim of this module is to help students understand the key psychological theories which underpin digital consumer behaviour. It builds on theory to provide students with a usable, strategic understanding of consumer behaviour that acknowledges recent changes in internet, mobile and social media marketing, ethnic subcultures, internal and external influences, global marketing environments, and other emerging trends.
35717	Search Engine Marketing	The course covers the essential SEO (search engine optimisation) techniques necessary for a website to rank well on Google. Also, it shows the importance of implementing successful SEO strategy as one of the primary ways in which business websites can attract new customers. This course also focuses on search engine optimisation techniques for any website, including keyword research, writing optimised content, getting web pages indexed by search engines and tracking the outcomes, new online tools and resources to implement successful campaigns, learn about ‘link popularity’ and how to develop an effective link building strategy, and briefly review the role of Google Ads and Google Analytics as part of a search marketing strategy.
35718	Modern E-marketing Topics	This course covers the types of issues influencing the practice of e-marketing presented by major societal forces such as information technology, increasing competition, globalisation and growing consumer power at the industry and organisational levels.

35719	The Digital Customer Experience	Over the past few years, consumers behaviour has changed dramatically due to technological advancement. Consumers' decision-making process the customer journey is continuously changing as companies are introducing new touchpoints for the customer to interact with. This module provides students with insights into the digital customer experience and highlights the changes in the marketplace, which will help companies identify and fulfil customers' strategic needs. Similarly, this module provides students with the knowledge and skills to select appropriate channels to market to meet marketing objectives and achieve the key performance indicators.
35721	Social Media Marketing	This course covers the concepts of social media and other networks utilized by customers, as well as the differences between traditional marketing and Electronic-Marketing via social networks, and the importance of social networks as tools that are used for building brand awareness and promoting the business sector. This course also requires students to develop and submit a written marketing plan that would help a company achieve its objectives through social media.
35722	Digital and Social Media Analytics	The module equips students with knowledge, tools and methods to maximise the business value of social media data. It covers the process of identifying the right unstructured data, analysing it, and interpreting and acting on the gained knowledge. This module further provides students the opportunity to become familiar with contemporary research techniques for data analytics such as web traffic analysis tools, social network analysis, social media harvesting and search engine optimisation.