

## Planning and Quality Assurance Affairs

Form (A)

### Course Specifications

#### General Information

Course name	E-Marketing
Course number	ITIS4341
Faculty	
Department	
Course type	Major Needs
Course level	4
Credit hours (theoretical)	3
Credit hours (practical)	0
Course Prerequisites	

#### Course Objectives

1 - Integrate marketing knowledge into online experiences and Recommend appropriate online tools for achieving personal, business and organisational outcomes.
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#### Intended Learning Outcomes

Knowledge and Understanding	* 1. Student will learn how to use dozens of proven digital marketing strategies 2. Student will improve their brand identity and grow their brands audience 3. Student will learn social media marketing using all of the most popular social media platforms to grow their business 4. Student will grow their email list, website traffic, subscriber count, and social media following 5. Student will see tangible results by taking action throughout the entire course 6. Student will increase conversions and sales with real world techniques
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