

Course Description Form

Basic Course Specifications				
Course Title:	: Digital Media Campaigns			
Course Code:	: DGM 353			
Program on which the course is given	☒ Bachelor	☐ Diploma	☐ Master	☐ Pre- PhD
Academic year:	: 2024- 2025			
Specialization (units of study)	: Theoretical (2)		Practical (2)	
Pre-Requisites:	: -			
Overall Course Objectives				
This course introduces students to how to run a digital media campaign. This course will provide students with knowledge on the methodological as well as theoretical aspects of the digital media campaigns. This course will also provide students with a strong background in creating a digital media campaign.				
Intended Learning Outcomes				
1. Knowledge & understanding 2. Intellectual skills 3. Professional & practical skills 4. General & transferable skills Throughout this course students should acquire the competencies listed under each heading as follows:				
1.Knowledge and Understanding				
1.1 Define how to build a high-converting website 1.2 Identify how to use analytics for a better digital media campaigns in the future 1.3 Manage affiliates and partnerships to deliver highly targeted leads				
2.Intellectual Skills				
2.1 Practice how to use e-commerce and retail partners to scale merchandizing 2.2 Analyze how digital media campaigns succeed 2.3 Illustrate how to use the digital tools of for different types and targets of digital media				

3. Professional and Practical skills				
By the end of this course students should be able to:				
3.1 Build a high-converting website				
3.2 Create appealing content for digital campaigns				
3.3 Use analytics to interpret results				
3.4 Manage affiliates and partnerships to deliver highly targeted leads				
3.5 Find good ideas to be implemented for digital media campaigns				
4. General and Transferable skills				
4.1 Apply analysis skills to create professional campaigns				
4.2 Create programs and campaigns.				
Course Content				
Lect. #	Topic	Hrs#	Theoretical	Practical
1	Building a high-converting website	3	■	■
2	Optimizing your website to deliver top SEO results	3	■	■
3	Managing paid search for cost-effective results	3	■	■
4	Running Display Advertising that delivers brand value	3	■	■
5	Managing affiliates and partnerships to deliver highly targeted leads	3	■	■
6	Creating Content that excites, informs and converts	3	■	■
7	Virtual Digital Campaigns in class + Assessment	3	■	■
8	Delivering organic and paid social media that grows your brand	3	■	■
9	Using analytics to interpret and optimize your results to maximize performance	3	■	■
10	Marketing Automation	3	■	■
11	CRM Plans	3	■	■
12	Creating a digital media campaigns funnel + Assessment	3	■	■
13	Using e-commerce and retail partners to scale your merchandizing	3	■	■
14	Providing customer service that delivers high review scores and builds loyalty	3	■	■
15	Revision	3	■	■

Teaching & learning Methods				
A combination of lectures, demonstration, and hands-on exercises.				
Facilities Required for Teaching & Learning Methods				
■ Projector	■ Overhead Slide	■ Books	■ Video	□ Audio Cassette
Students Assessment Methods				
Assessment Schedule				
Written Exam & Project Submission			Week 7	
Project Submission			Week 12	
Written Exam			Week 15	
Grading Method				

Attendance	■	5 Marks
Mid Term Examination	■	30 Marks
Presentations	□	-
Assignments	□	-
Projects	■	20 Marks
Participation	■	5 Marks
Oral Examination	■	-
Final Examination	■	40 Marks
		Total 100%
List of References		
Course Notes		
Description	:	This course builds a student's understanding of production steps of digital media campaigns. Students will learn how to professionally apply digital media strategies and to plan a campaign according to their understanding the structuring process of digital media campaigns.
Essential Books		
Description	:	Kingsnorth S. (2022). <i>The Digital Marketing Handbook: Deliver Powerful Digital Campaigns</i> . Koganpage
Recommended Books		
Description	:	
Periodicals and publications		
Description	:	
Others (websites, e-books...etc)		
Description	:	