

# Course Specification

(Bachelor)

Course Title: Design and management of commercial websites and applications

Course Code: EMKT -2346

Program: E-Marketing (intermediate diploma)

Department: Computer and Information systems Unit

College: Applied College

Institution: King Khalid University

Version: 4

Last Revision Date: April 2024

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A. General information about the course:

1. Course Identification

1. Credit hours: ( 3 )

2. Course type

A.  University  College  Department  Track  Others

B.  Required  Elective

3. Level/year at which this course is offered: (level 1/ 1<sup>st</sup> year.)

4. Course general Description:

This course introduces the principle, design and management of commercial websites and applications. It Covers: Amazon advertising's full range of ad solutions, including ad types and placements, and the campaign goals you can reach with Amazon

5. Pre-requirements for this course (if any):

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6. Co-requisites for this course (if any):

None

7. Course Main Objective(s):

Course provides overview of Internet and World Wide Web .

- Provide Web design and development techniques.
- This course is designed to teach the students overall understanding of concepts of commercial websites and its applications.
- The course is designed to prepare students to Launch his campaign in the Amazon DSP.

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	-	-
2	E-learning	-	-
3	Hybrid	45	100%
	• Traditional classroom	31	70%
	• E-learning	14	30%
4	Distance learning	-	-

3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	30
	Laboratory/Studio	30





3.	Field	
4.	Tutorial	
5.	Others (specify)	
<b>Total</b>		<b>60</b>

### B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of PLOs aligned with program	Teaching Strategies	Assessment Methods
<b>1.0</b>	<b>Knowledge and understanding</b>			
1.1	Demonstrate the concepts of commercial websites	K1	Lectures	Assignments, quizzes & exams
1.2	Understand the basics of tools and technologies used in commercial websites.	K2	Lectures and Lab	Assignments, quizzes & exams
<b>2.0</b>	<b>Skills</b>			
2.1	Apply computer knowledge and skills to design and manage commercial websites and applications	S1	Lectures and Lab	Assignments, quizzes & exams
2.2	Designing a solution to retail problem	S1	Lectures and Lab	Assignments, quizzes & exams
<b>3.0</b>	<b>Values, autonomy, and responsibility</b>			
3.1	Applying academic and professional values and ethics	V1	Lectures and Lab	Assignments, quizzes & exams
3.2	Participation, responsibility, and the ability to lead a team while demonstrating independence and decision making	V2	Lab	Assignments, quizzes & exams

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Course Content

List of Topics

Contact Hours



1.	Introduction to the Internet and World Wide Web	3
2.	HTML Basics:HTML5	3
3.	CSS Basics:	3
4.	Web Design:	3
5.	Web Development	3
6.	Web Standards and Accessibility, Web Media and Interactivity	3
7.	Commercial website management	3
8.	Introduction to Amazon DSP, Introduction to Sponsored Display	3
9.	Introduction to Amazon retail, reach shoppers with Sponsored Display ads and prepare for peak shopping periods	3
10.	Use video in your Sponsored Brands campaign, Strategies to improve sponsored ads performance	3
11.	Course project (Lunch campaign in the Amazon DSP)	3
<b>LAB Topics</b>		
1	HTML5	4
2	CSS	4
3	Web Design	4
4	Web Development	2
5	Web Media and Interactivity	2
6	Practice in the practical part of (Amazon Ads Certification (ADS) )	4
<b>Total</b>		<b>60</b>

#### D. Students Assessment Activities

No نمبر	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Midterm Exam 1	7	10%
2.	Assignments	2,3 to 9	5%



No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
3.	Course Project	9, 10,11	5%
4.	Midterm Exam 2	12	10%
5.	Lab Practical Assessments (Quizzes + exams)	8, to 10	30%
6.	Final Exam	After 15	40%
7.	Total		100 %

\*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.).

## E. Learning Resources and Facilities

### 1. References and Learning Resources

Essential References	1.Basics of Web Design: HTML5 & CSS 5th Edition, Terry Felke-Morris,
Supportive References	2.Web Development & Design Foundations with HTML5, 10th edition.
Electronic Materials	Student Resources (Web Development and Design Foundations with HTML5, 10th Edition) <a href="https://media.pearsoncmg.com/ph/esm/ecs_felke-morris_wddf_10/cw/">https://media.pearsoncmg.com/ph/esm/ecs_felke-morris_wddf_10/cw/</a>
Other Learning Materials	

### 2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	1. Lecture Room with a capacity of More than 50 Chairs and Tables for Students and 1 Teacher's Table and Chair and 1 Projector/Screen. 2. Laboratories with 40 Computers for students and 1 for Lab Instructor and Lab Assistant with Computer Table/Chair with the same number and 1 Projector/Screen
Technology equipment (projector, smart board, software)	1. Laboratories computer Equipped with required software for web analytics 2. Projectors, Computer for Theory Classes and Practical Sessions
Other equipment (depending on the nature of the specialty)	

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#### F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Students	Indirect
Effectiveness of Students assessment	Course Teacher	Direct
Quality of learning resources	HOD, Quality Unit	Direct/Indirect
The extent to which CLOs have been achieved	Course Teacher, Quality Unit	Direct
Other		

**Assessors** (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

**Assessment Methods** (Direct, Indirect)

#### G. Specification Approval

لجنة الخطط والمناهج بالكلية التطبيقية	جهة الاعتماد
٤٥/٥/١	رقم الجلسة
١٤٤٥/١٢/٣ هـ	تاريخ الجلسة

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