Course Title	**Digital Marketing & E-Commerce**		
Course Code	**CSI-330**		
Credit Hours	3 (3,0)		
Category	Interdisciplinary / Allied Courses		
Prerequisite	None		
Co-Requisite	None		
Follow Up	None		
Course Introduction	This course introduces the principles, tools, and technologies of digital marketing and e-commerce in the modern digital economy. Key topics include digital marketing channels, SEO, social media, content and email marketing, online advertising, e-commerce models, electronic payment systems, CRM, and digital analytics. Students will gain practical exposure to industry tools to design and evaluate digital campaigns and e-commerce solutions. Ethical, legal, and security aspects of online transactions and data privacy are also emphasized. By the end of the course, students will be able to apply analytical thinking to develop digital strategies and understand e-commerce systems, preparing them for careers in digital business and entrepreneurship.		
Course Learning Outcomes (CLOs)	At the end of the course, the students will be able to:	**BT**	**PLO**
	CLO1: Explain key concepts of digital marketing, e-commerce, and digital economy.	C2 (Explain)	1,2
	CLO2: Identify appropriate digital marketing channels and strategies for different business scenarios.	C3 (Apply)	1,2
	CLO3: Develop basic e-commerce solutions including online stores and payment integration concepts.	C3 (Apply)	2,3
	CLO4: Analyze digital marketing campaigns using analytics tools and performance metrics.	C4 (Analyze)	2,3
	CLO5: Evaluate ethical, legal, and security issues in digital marketing and e-commerce systems.	C5 (Evaluate)	6
	CLO6: Apply modern tools and platforms for implementing digital marketing campaigns.	C3 (Apply)	3,5
Text Book(s)	2. Dave Chaffey, Fiona Ellis-Chadwick, Digital Marketing: Strategy, Implementation and Practice, 8th/9th Edition, Pearson Education, 3. Kenneth C. Laudon, Carol Guercio Traver, E-Commerce: Business, Technology, Society, 17th/18th Edition, Pearson Education, 2021/2023, ISBN-13: 978-1292403175 / 978-1292444000.		
Reference Material	1. Damian Ryan, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, 5th Edition, Kogan Page, 2021, ISBN-13: 978-1789666014. 2. P. N. Bhatia, Fundamentals of Digital Marketing, Pearson Education, 2017, ISBN-13: 978-9332585447. 3. Equinet Academy, Fundamentals of Digital Marketing Workbook, Equinet Academy, 2018.		

Weekly Lesson Plan		
Week No.	**Course Content**	**Assignments/Readings**
Week 1	Introduction to Digital Marketing & E-Commerce, Scope and Applications	Ryan: Chapter 1
Week 2	Digital Economy & E-Commerce Business Models	Ryan: Chapter 2 Quiz 1
Week 3	Digital Marketing Channels Overview & Strategy	Ryan: Chapter 3
Week 4	Search Engine Optimization (SEO)	Ryan: Chapter 4 Assignment 1
Week 5	Social Media Marketing Strategies	Ryan: Chapter 5 Quiz 2
Week 6	Content Marketing & Email Marketing	Ryan: Chapter 6 Quiz 3
Week 7	Online Advertising (PPC, Display Ads)	Ryan: Chapter 7 Assignment 2
Week 8	Conversion Rate Optimization (CRO), Landing Page Design, and Customer Journey Mapping	Ryan: Chapter 8 Mid Exam
Week 9	E-Commerce Platforms & Website Design Basics	Ryan: Chapter 9
Week 10	Electronic Payment Systems & Digital Transactions	Ryan: Chapter 10 Assignment 3
Week 11	Customer Relationship Management (CRM)	Ryan: Chapter 11 Quiz 4
Week 12	Digital Analytics & Performance Measurement	Ryan: Chapter 12 Quiz 5
Week 13	Security, Privacy & Legal Issues in E-Commerce	Ryan: Chapter 13
Week 14	Mobile Commerce & Emerging Trends (AI, Automation)	Ryan: Chapter 14 Quiz 6
Week 15	Integration: Designing Digital Marketing Campaigns & E-Commerce Solutions	Ryan: Chapter 15 Project
Week 16	Advanced Topics: Global E-Commerce, Future Trends, Course Review & Project Presentation	Ryan: Chapter 16