

اسم الجامعة: جامعة الحلة

الكلية/ المعهد: الإدارة والاقتصاد

القسم العلمي: المحاسبة

اسم البرنامج الأكاديمي أو المهني: بكالوريوس محاسبة

اسم الشهادة النهائية: بكالوريوس في المحاسبة

النظام الدراسي: فصلي - مسار بولونيا

تاريخ اعداد الوصف : 23/3/2026

تاريخ ملء الملف : 23/3/2026

دقق الملف من قبل شعبة ضمان الجودة والأداء الجامعي

اسم مسؤول شعبة ضمان الجودة والأداء الجامعي: م. م. ساره كريم ابراهيم

التاريخ: 23/3/2026

التوقيع



مصادقة السيد العميد

أ. د. حسين ديكان درويش



Course description template

Module Information			
Study material	Marketing and e-commerce		Study material
theory a lecture ☒ Laboratory (practical) ☐ lesson educational ☐ seminar ☐	B		Type of course
	AC2204		Subject code
	3		Study units
	33		) Capacity (hours/week
2	semester	2	Academic level
Management and Economics	College	ACC	Department code
Mfdm0258@gmail.com	Email	Mohammed Aziz Jawad	Course Professor
Master's	Certificate	assistant professor	Scientific title
	e-mail	—	Assistant Professor of the subject
	e-mail	—	Professor of the corresponding references
	issue number		Committee approval

Relationship with other study subjects			
-	semester	nothing	Basic required units
-	semester	nothing	Common required units
Course objectives, learning outcomes, and content			
It aims to expand buying and selling operations and make all products and goods available on the widest possible scale, which is one of the most important goals of e-marketing. Other goals of e-marketing ,include strengthening the brand of companies and institutions			Course objectives

enhancing communication between customers and companies , and building and maintaining mutual trust between them.	
• Basic concepts: The student should have a deep understanding of the traditional marketing mix(4Ps) and how to develop it to suit the digital environment(7Ps). • E-commerce business models: The student should be able to differentiate between different e-commerce models(such asB2B, B2C, C2C) and analyze the characteristics of each model. • Digital Marketing Strategies: The student should be able to formulate an electronic marketing plan that includes search engines (SEO) social media marketing, and email ,. • : E-commerce infrastructureThe student should understand the ,technical and security requirements for setting up an online store including electronic payment gateways and data protection. • Digital Consumer Behavior: The student should be able to analyze consumer behavior in the digital environment and how psychological and social factors affect online purchasing decisions.	Learning outcomes for the subject

Combining theoretical aspects with real-world digital marketing tools, with a focus on case studies of global and local companies that have successfully undergone digital transformation.	Guidelines
Learning and teaching strategies	
1. Project-based learning: Designing a "tested online store" or a digital marketing campaign plan. 2. Comparative analysis: Conducting comparisons between traditional and digital marketing campaigns. 3. Brainstorming: To generate creative solutions to customer problems in e-commerce.	Strategies

Student's academic workload			
6.2	weekly study load for the student	93	Regular academic workload for the student during the semester
7.1	Irregular weekly study load for the student	107	Irregular student workload during the semester
200			The student's total academic workload during the semester

Course Material Assessment					
Relevant learning outcomes	Week due	Grade (Marks)	Time/Number		
1-2-3		10	2	Quick test	Initial assessment
2-3-4		15	2	School assignments	
3-4-5		10	2	Discussion/Experiences	
6-7-10-15		5	2	Report / Laboratory	
1-8		10	2	Midterm exam	Final assessment
1-15	8	50	2	Final exam	
	16	100% (Marks100)	Overall assessment		

Weekly theoretical curriculum	
Week 1	Introduction to Marketing: The Evolution from Traditional to Digital
Week 2	The e-commerce environment: models, advantages, and disadvantages
Week 3	Consumer behavior in the digital space
Week 4	Digital marketing mix (product, price, place, digital promotion)

Week 5	Search engine optimization(SEO) strategies
Week 6	First exam
Week 7	Social Media Marketing(SMM)
Week 8	Content marketing: Creating engaging and impactful content
Week 9	E-commerce infrastructure and user interface design
Week 10	Electronic payment gateways and transaction security
Week11	Second exam
Week12	Digital Customer Relationship Management(e-CRM)
Week 13	Key Performance Indicators(KPIs) and Data Analysis (Google Analytics)
Week14	Legal and ethical aspects of e-commerce
Week15	Comprehensive review and presentation of student projects

Study resources		
Is it available in the library?	the address	
	- Hamed , Ahmed Farid. (2021). Fundamentals of Digital Marketing and E-commerce. Dar Al-Maarefa Publishing. - Al-Bakri , Thamer. (2020). Modern Marketing Strategies in the Digital Environment. Dar Al-Hamid for Publishing and Distribution.	Required address
	Supporting books, scientific journals, and reports	Recommended titles
	Chaffey , D., & Ellis-Chadwick, F. (2019). <i>Digital Marketing: Strategy, Implementation and Practice</i> . Pearson.	Website

Grade chart				
the total	degree	Appreciation	% Signs	identification
Success Group	-A Excellent	privilege	100-90	Outstanding performance
	B- Very good	very good	89-80	Above average with some errors

(100-50)	C- Good	good	79-70	Good work with some noticeable errors
	D- Marzia	middle	69-60	Medium with significant shortening
	- e Sufficient	acceptable	59-50	The work meets minimum standards
sedimentation group (49-0)	FXto fail -	Accepted by decision	49-45	Demands for more work
	F Failure -	Precipitate	44-0	A large amount of work is required

note:

Note: Decimal ranks above or below (0.5) will be rounded up or down to the nearest whole number (e.g. , the degree will be rounded up (54.5) To while the mark (54.4) will be rounded up. Up to (54) . The , (55) university has a policy of not helping with near-passing failing grades, so the only adjustment to the grades awarded by the original examiner will be the automatic rounding shown above.