



Information Studies Department
Course Syllabus
INFS451 - Information Marketing

- Catalog Description:** This course provides students with the information marketing principles, concepts and theories. It not about physical information resources and services, but it is also about marketing information in digital environment. This covers web design issues, information organization, and the functionality of search engines.
- Credit Hours:** **3 Credit hours:** 2 Lectures per week 2 Labs. per week 0 Recitation per week
- Prerequisites:** INFS311
- Course Learning Outcomes:**
1. Enable students to gain an understanding of the issues and strategies involved in information marketing.
 2. A special focus is placed on understanding consumers (users) needs to allow the effective implementation of information marketing strategy and plan.
 3. Understand the important role of Information marketing in information organizations.
 4. Apply various case studies related to information marketing.
 5. Able to plan, design and implementing marketing strategies and plans.
- Major Topics:**
- Introduction to Marketing (Concept, Definitions, and Glossary)
 - Marketplace
 - Marketing Mix (4Ps)
 - Marketing Research
 - Customers Behavior
 - Marketing Strategy And Planning
 - Marketing Communications (e Marketing)
 - Information Products and Services
 - Information Organizations
 - Information Literacy and Training
- Text Books:**
- Rowley, Jennifer (2006). Information Marketing. Second Edition, Aldershot (England), Ashgate.
 - Kotler, Philip et al (2011). Principles of Marketing: Arab World Edition. Harlow (England), Pearson Education limited.
 - عليان، ربحي مصطفى و إيمان فاضل السامرائي (2011). تسويق المعلومات. ط 2. عمان، دار صفاء للنشر والتوزيع.



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Grading:

- ⦿ The grading scale for this course is:
 - . 95 - 100 A+ Passing
 - . 90 - 94 A Passing
 - . 85 - 89 B+ Passing
 - . 80 - 84 B Passing
 - . 75 - 79 C+ Passing
 - . 70 - 74 C Passing
 - . 65 - 69 D+ Passing
 - . 60 - 64 D Passing
 - . 0 - 59 F Failing

- ⦿ Final grades will be determined based on the following components:
 - . 60% Semester Work
 - . 40% Final Exam

- ⦿ Students may not do any additional work for extra credit nor resubmit any graded activity to raise a final grade.

- ⦿ Late submissions will not be accepted for any graded activity for any reason.

- ⦿ Students have one week to request the re-grading of any semester work.

Attendance Policy:

Students should attend 80% of the overall course hours taught in the semester as per the University regulations.

If a student fails to achieve this portion, he/she shall not be allowed to appear in the final exam and shall be awarded "DN" grade and repeat the course.

**Cheating and
Plagiarism
Policy:**

The instructor will use several manual and automated means to detect cheating and/or plagiarism in any work submitted by students for this course.

When a student is suspected of cheating or plagiarism, the instructor raises the issue to the disciplinary committee.



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Communications: Registered students will be given access to a section of the Blackboard Learning System for this course. Bb will be used as the primary mechanism to disseminate course information, including announcements, lecture slides, assignments, and grades.

Communication with the instructor on issues relating to the individual student should be conducted using CIS email, via telephone, or in person.