

 **Course Description**

**Website Design**

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| **Faculty of Business Administration** | **Department of Marketing and e-commerce** |
| Course | Website Design | Prerequisite:  |  |
| Credit Hours:4 | Theoretical:2  | Practical:2 | Course Code:  |  |

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| **Description**  |
|  Web designing is an English-medium course, instructed fully in English to improve the students’ skills in this language, which is considered a major aspect of marketing activities and an essential factor for finding attractive job opportunities inside and outside Syria. The course concerns itself with designing websites for business, marketing and promotion purposes, including the tiniest details regarding the effective preparation of websites. The students will be introduced to samples of the most important international e-business websites; thus, giving them the opportunity to apply what they have learnt on these sites. Eventually, this enables them to estimate, evaluate and discover the major keys that contribute in the success of websites.  |
| **Content** |
|  Lecture7: Effectiveness of website DesignLecture8: Organization of websiteLecture9: Dealing with websitesLecture10: Evaluating websites . | Lecture1: Designing WebsitesLecture2: Components of e-storeLecture3: Technical aspects of e-store designsLecrture4: Contents of e-storeLecture5: Characteristics of a good e-storeLecture6: Effectiveness of e-store content |
| **References** |
| **English Books:** 1-Potts k., Web Design and Marketing Solutions for Business Websites, Publisher: Freindsof , 2007.  |