

**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 Design  Lecture8: Organization of website  Lecture9: Dealing with websites  Lecture10: Evaluating websites    . | Lecture1: Designing Websites  Lecture2: Components of e-store  Lecture3: Technical aspects of e-store designs  Lecrture4: Contents of e-store  Lecture5: Characteristics of a good e-store  Lecture6: Effectiveness of e-store content | |
| **References** | | |
| **English Books:**  1-Potts k., Web Design and Marketing Solutions for Business Websites, Publisher: Freindsof , 2007. | | |