



Course Specification

(Bachelor)

Course Title: Marketing and Communication in the Optical Field

Course Code: APOP1103

Program: Optician Diploma

Department:

College: Applied Collage

Institution: Umm Al-Qura University, Makkah, Saudi Arabia

Version: 1

Last Revision Date: 8 December 2024

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A. General information about the course:

1. Course Identification

1. Credit hours: (2h)

2 credit hrs (theoretical)

2. Course type

- A. ☐ University ☐ College ☒ Department ☐ Track ☐ Others
- B. ☒ Required ☐ Elective

3. Level/year at which this course is offered: (1st level / 1st year)

4. Course General Description:

This course aims to equip students with the skills and knowledge needed to excel in marketing, sales, and effective communication within the optical industry. It emphasizes understanding market trends, consumer behavior, and strategies to build trust and promote optical products and services.

5. Pre-requirements for this course (if any):

NA

6. Co-requisites for this course (if any):

NA

7. Course Main Objective(s):

Be the end of the course, students should to:

- 1- Understand the principles of marketing and communication, with a focus on their application in the optical field.
- 2- Market Analysis and Consumer Behavior
- 3- Develop professional communication techniques
- 4- Equip students with sales techniques and customer service skills

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	30	100
2	E-learning		
3	Hybrid <ul style="list-style-type: none"> Traditional classroom E-learning 		
4	Distance learning		



3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	30
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify)	
Total		30

B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of PLOs aligned with the program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Define key marketing concepts and their relevance to the optical field.	K1	Interactive Lecturing	Examinations
1.2	Identify factors influencing consumer behavior in optical product purchases.	K4	Interactive Lecturing	Examinations
1.3	Explain the role of digital marketing and social media in the optical industry.	K1	Interactive Lecturing	Examinations
2.0	Skills			
2.1	Develop marketing plans and strategies tailored to optical businesses.	S4	Interactive Lecturing Independent studies classroom	Examinations
2.2	Apply sales techniques to meet consumer needs while ensuring professional standards.	S2	Interactive Lecturing Independent studies classroom	Examinations
3.2	Analyze market trends and data to make informed marketing decisions.	S4	Interactive Lecturing Independent studies classroom	Examinations
3.0	Values, autonomy, and responsibility			
3.1	Commit to ethical marketing practices that prioritize patient welfare and informed choices.	V2	Interactive Lecturing Independent studies classroom	Presentations
3.2	Build trust and long-term relationships with patients and clients.	V1	Interactive Lecturing Independent studies classroom	Presentations

C. Course Content

No	List of Topics	Contact Hours
1.	Introduction to Marketing in the Optical Field	2
2.	Market Research and Consumer Behavior	2
3.	Marketing Strategies and Planning	2
4.	Branding and Brand Management	2
5.	Advertising and Promotion	2
6.	Sales Techniques and Practices	2
7.	Customer Service Excellence	2
8.	Communication Skills in the Optical Field	2
9.	Digital Marketing for Optical Businesses	2
10.	Visual Merchandising and Store Layout	2
11.	Ethical Marketing Practices	2
12.	Pricing Strategies and Value Communication	2
13.	Public Relations and Networking in the Optical Field	2
14.	Sustainability in Marketing and Optical Practices	2
15.	Course Review	2
Total		30

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Quizzes	5	10
2.	Mid-Term Exam	8	20
3.	Presentations	12	10
4.	Homework	1 - 15	10
5.	Final Exam	16	50

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.).

E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	"Principles of Marketing" by Philip Kotler and Gary Armstrong
Supportive References	
Electronic Materials	
Other Learning Materials	

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classrooms, , exhibition rooms
Technology equipment (Projector, smart board, software)	Projector
Other equipment (Depending on the nature of the specialty)	

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Students and Faculty	Direct
Effectiveness of students' assessment	Faculty and Program Leaders	Direct
Quality of learning resources	Students, Faculty and Program Leaders	Indirect
The extent to which CLOs have been achieved	Faculty and Program Leaders	Indirect
Other		

Assessors (Students, Faculty, Program Leaders, Peer Reviewers, Others (specify))

Assessment Methods (Direct, Indirect)

G. Specification Approval

COUNCIL /COMMITTEE	Umm Al-Qura University Council
REFERENCE NO.	851141114462/190386
DATE	1446/11/22

