

**Faculty of Business**  
**Study plan for Digital marketing department**  
**Number of credit hours (132) 2023-2024**

**Courses Description**

Course Number	Course Title	Hrs	Prerequisite
0212111	Principles of Digital Marketing	3	-
This course aims to introduce students to modern and contemporary trends in the field of electronic marketing, purchasing behavior and its determinants and factors affecting it, the market and its nature, strategies for entering the electronic market, and planning electronic markets.			
0212124	Marketing Management	3	02121111
This course includes highlighting the development of marketing management, market segmentation, target markets, and finally the marketing functions of planning, direction, organization, and control.			
0212121	Marketing information systems	3	02051111
This course aims to introduce students to the basic principles of marketing information systems, focus on systems applications and strategies and their role in distributing products, basic concepts of marketing information systems, analysis and design of marketing systems, uses of information technology, development of smart marketing systems, development of marketing communications systems, definition of types of marketing softwares.			
0212122	Commercial Website Design	3	02121111
This course aims to introduce students to the basic principles and technical aspects of designing and building various software interfaces, types of user interfaces, operating system support, user requirements, graphical user interfaces, user interface elements, interaction with the user interface, design models and methods.			
0212123	Mobile Marketing	3	02121111
This course aims to introduce students to the concepts of promotion and communication and their importance within marketing activity, clarify the complementary relationship with the elements of the marketing mix, and study and analyze the nature of promotional and persuasive communication.			
0212211	Interactive Design and Analysis of Websites	3	02121211
This course provides students with the necessary knowledge and skills on how to design websites, develop methods of dealing with website users, and develop marketing methods that are compatible with the characteristics of customers in the electronic market.			
0212212	Scientific Research Methods	3	02121212
This course aims to introduce students to how to design a research project for graduation purposes, the importance of scientific research, methods for defining the problem, formulating hypotheses, accessing study literature, statistical means and methods, methods for analyzing results and recommendations, providing the student with the ability to link the theoretical reality of the graduation project with the practical reality and increasing His ability to understand, test and analyze problems.			
0212213	Marketing Through Social Networks	3	02121213
This course aims to introduce students to the basic concepts of electronic marketing and marketing via social media networks, knowledge of the necessary data in marketing, the electronic marketing mix, and electronic tools used in social networking.			
0212214	Marketing Services	3	02121214
This course includes a review of the concept of services marketing, highlighting the basic differences between services marketing and physical goods marketing, and highlighting the elements of the service marketing mix.			

Course Number	Course Title	Hrs	Prerequisite
02122115	Sales Management	3	02121214
This course includes the reality of sales activity and how to manage it, and learning about the qualities, duties and responsibilities of the sales manager, in addition to learning about the qualities of sales representatives and the scientific foundations for forming a sales team.			
Course Number	Course Title	Hrs	Prerequisite
02122211	Electronic Distribution Channels	3	02121214
This course includes concepts related to digital distribution channels by identifying methods for designing digital distribution channels, understanding modern methods and approaches in digital distribution, and preparing strategic plans for them.			
Course Number	Course Title	Hrs	Prerequisite
02122212	Banking Digital Marketing	3	02121214
This course aims to introduce students to the scientific, practical and electronic concepts and principles related to banking marketing, introduce banking marketing operations, and know the basic aspects of applying banking services.			
Course Number	Course Title	Hrs	Prerequisite
02122213	Human Resource Management	3	02121214
The course deals with the basic principles of defining human resources management. It also addresses strategies for job analysis and planning needs, touching on recruitment methods and steps, in addition to methods, evaluation, incentives and compensation.			
Course Number	Course Title	Hrs	Prerequisite
02123111	Search Engine Optimization	3	02122111
This course aims to introduce digital marketing through the use of search engines and how to increase the visibility of the website in search engines through indexing and purchasing advertisements, as well as improving the website through paid advertisements. In addition to teaching the student the mechanism of including search engines within the marketing plan.			
Course Number	Course Title	Hrs	Prerequisite
02123112	Polarized Marketing	3	02122112
This course aims to show the desire of the company or brand to segment the markets into smaller, more distinct sectors to satisfy them in a more competitive manner and in a way that increases the visibility of the brand and reduces the financial and human costs therein.			
Course Number	Course Title	Hrs	Prerequisite
02123113	Online Consumer Behavior	3	02122113
This course aims to introduce students to the basic concepts and principles of consumer behavior using the Internet, explaining how internal and external factors affect consumer behavior, whether individual, group, or institution.			
Course Number	Course Title	Hrs	Prerequisite
02123114	Managing Relationships with Suppliers and Customers	3	02122115
This course aims to introduce students to the basic concepts of communication skills and link them to modern technology, the importance of communication, and traditional and electronic communication methods. Enhancing communication capabilities between the organization and customers, electronic tools, communication methods using modern technology tools, enhancing the concept of competitive capabilities in light of technological modernity. The student works to apply communication concepts and methods used in communications and modern marketing technology.			
Course Number	Course Title	Hrs	Prerequisite
02123115	Pricing and Cost Management	3	02122211

This course includes highlighting the importance of pricing as well as addressing all means and methods of determining prices, and the factors affecting price setting, in addition to identifying the pricing methods used in pricing products.			
Course Number	Course Title	Hrs	Prerequisite
02123211	Product Planning and Development	3	02123115
This course includes concepts related to product development, new product development strategy and management, highlighting methods of creativity and idea creation, organizing new products, and screening new ideas.			
Course Number	Course Title	Hrs	Prerequisite
02123212	Integrated Digital Marketing Communications	3	02122211
This course aims to introduce students to the basic concepts of electronic marketing communications, know the elements of the marketing mix, study and analyze the nature of promotional communication, study the administrative aspects, plan electronic communication efforts, and design electronic campaigns.			
Course Number	Course Title	Hrs	Prerequisite
02123216	Legal Issues in Digital Marketing	3	02123114
This course aims to introduce students to the basic laws for using search engines in marketing, introducing the laws of the Internet, and types of search engines such as Google, Yahoo, Bing, PPC, and others.			
Course Number	Course Title	Hrs	Prerequisite
02124111	Digital Marketing Strategies	3	02123112
This course aims to introduce students to the basic concepts for building electronic marketing strategies suitable for institutions in the public and private sectors, knowledge of the marketing environment, methods and steps that help in designing and implementing digital strategies.			
Course Number	Course Title	Hrs	Prerequisite
02124112	Social Marketing	3	02123113
This course includes an introduction to social marketing, an introduction to the methods and objectives of social marketing, a review of the elements of the social marketing mix, areas and strategies of social marketing, in addition to planning social marketing campaigns.			
Course Number	Course Title	Hrs	Prerequisite
02124113	Graphic Design	3	02123211
This course aims to introduce students to graphic design, the elements and rules of design, and the importance of graphic design as a means of visual marketing and advertising. The course focuses on theories of color and language as a visual means of marketing through graphic design. The course also aims to train students on the basics of graphic design.			
Course Number	Course Title	Hrs	Prerequisite
02124114	Contemporary Issues in Marketing and Technology	3	02123211
This course aims to introduce students to contemporary issues in electronic marketing in light of practical practices, factors influencing the electronic market, explaining and analyzing marketing problems to study cases of the electronic market in the local and regional reality.			
Course Number	Course Title	Hrs	Prerequisite
02124211	Field Training	3	02124111
Field training aims to provide suitable professional practice for students to apply the knowledge acquired during their studies in one of the applied fields in digital marketing to acquire the practical skills required to integrate into the labor market effectively.			
Course Number	Course Title	Hrs	Prerequisite
02124212	Production and Operations Management for Service Organizations	3	02122212
This course aims to address the basic concepts in operations management and the strategic decisions taken by production and operations managers in service organizations, such as forecasting the volume of orders, designing operations, designing production capacity, scheduling production operations, and quality control.			

Course Number	Course Title	Hrs	Prerequisite
02122121	Materials Management	3	02121214
This course includes the concept of the purchasing and storage functions, choosing the appropriate purchasing source, receiving and inspecting, appropriate quality and appropriate price, and teaching the student the quantitative aspects to determine inventory levels and course needs.			
02124221	Leadership in Marketing	3	02124114
The course includes several aspects related to change management, the necessity of adopting entrepreneurial businesses as a basis for progress and competition in markets, and how to harness technology to build businesses in the future. It also addresses aspects related to marketing emerging entrepreneurial projects.			
02123121	Marketing Research	3	02122111
This course includes an introduction to marketing research, learning about the types of marketing research, and methods for collecting marketing data. It also focuses on all methods and methods of marketing research and introduces samples and their types. It helps students understand and comprehend appropriate research methods to facilitate the possibility of conducting applied research on the marketing environment.			
02122123	Pharmaceutical and Medical Marketing	3	02121214
This course includes the concept of health and pharmaceutical marketing, segmentation, substitution and targeting in pharmaceutical markets, health and pharmaceutical product strategy, in addition to introducing the skills of selling health and pharmaceutical products.			
02122122	Marketing Studies in English	3	02121214
This course includes the basic concepts of marketing, learning about contemporary marketing processes, a review of marketing strategies and marketing research, and a comprehensive explanation of the elements of the marketing mix.			
02122124	Computer Marketing Applications	3	02121211
This course includes a review of the latest modern technologies in the field of marketing, using some ready-made software, and statistical analysis.			
02122221	Personal Selling	3	02122115
This course includes an explanation of the important and real role of personal selling and the extent of its contribution to achieving the goals of institutions, their survival and continuity, and identifying customer patterns and how to deal with them.			
02124222	Models in Marketing	3	02124114
This course includes a review of modern marketing concepts such as customer relationship management, relationship marketing, green marketing, political marketing, creative marketing, and real estate marketing.			
02123221	Negotiation Skills	3	02122112
This course reviews the knowledge of negotiation, its forms, and its importance. It also addresses some of the skills through which a person can become more capable of persuading others.			
02123222	Supply Chain Management	3	02123112
This course includes clarifying the concept of logistics business and the logistics business environment, what logistics business channels are, what the physical distribution system is, managing the purchasing and courses function, managing the transportation function and modes of transportation, warehousing and warehouse management, and packaging and course handling/delivery management.			

