

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

Fourth: Department Requirements: (84) Cr. Hrs. to include:

A: Compulsory courses (78) hours:

Type of education	Prerequisite	Hrs	Course Title	Course Number
face to face	02121111	3	Marketing Management	02121214
face to face	02051111	3	Marketing Information Systems	02121211
face to face	02121111	3	Commercial Website Design	02121212
blended	02121111	3	Mobile Marketing	02121213
face to face	02121211	3	Interactive Design And Analysis Of Websites	02122111
blended	02121212	3	Scientific Research Methods	02122112
blended	02121213	3	Marketing Through Social Networks	02122113
blended	02121214	3	Marketing Services	02122114
online	02121214	3	Sales Management	02122115
face to face	02121214	3	Electronic Distribution Channels	02122211
face to face	02122114	3	Banking Digital Marketing	02122212
online	02122114	3	Human Resource Management	02122213
face to face	02122111	3	Search Engine Optimization	02123111
face to face	02122112	3	Polarized Marketing	02123112
blended	02122113	3	Online Consumer Behavior	02123113
blended	02122115	3	Managing Relationships with Suppliers and Customers	02123114
blended	02122211	3	Pricing and Cost Management	02123115
blended	02123115	3	Product Planning and Development	02123211
face to face	02122211	3	Integrated Digital Marketing Communications	02123212
blended	02123114	3	Legal Issues in Digital Marketing	02123216
face to face	02123112	3	Digital Marketing Strategies	02124111
blended	02123113	3	Social Marketing	02124112
face to face	02123211	3	Graphic Design	02124113
face to face	02123211	3	Contemporary Issues in Marketing and Technology	02124114
face to face	02124111	3	Field Training	02124211
blended	02122212	3	Production and Operations Management for Service Organizations	02124212

B: Elective courses (6) credit hours Hours to be chosed from the following Courses:

Type of education	Prerequisite	Hrs	Course Title	Course Number
blended	02121214	3	Materials Management	02122121
blended	02124114	3	Leadership in Marketing	02124221
blended	02122111	3	Market Research	02123121
blended	02121214	3	Pharmaceutical and Medical Marketing	02122123
blended	02121214	3	Marketing Studies in English	02122122
blended	02121211	3	Computer Marketing Applications	02122124
blended	02122115	3	Personal Selling	02122221
blended	02124114	3	Models in Marketing	02124222
blended	02122112	3	Negotiation Skills	02123221
blended	02123112	3	Supply Chain Management	02123222

First: University Compulsory Requirements (12) Credit Hours:

Type of education	Prerequisite	Hrs	Course Title	Course Number
face to face	For Jordanian	3	Military Sciences	01101101
online	For Jordanian	3	National Education	01101102
online	**01100011	3	Arabic Language	01101111
blended	**01100012	3	English Language	01101112

Second: University Electives (12) Credit Hours to be chosed from the following Courses:

Type of education	Prerequisite	Hrs	Course Title	Course Number
online	-	3	Traffic Education	01101103
online	-	3	Innovation and Entrepreneurship	01101104
online	-	3	Life Skills	01101121
online	-	3	Islamic Education	01101131
online	-	3	Jerusalem and the Hashemite Custodianship	01101132
online	-	3	Sport and Health	01101141
online	-	3	Environment and Society	01101142
online	-	3	Computer Skills	01101151
online	-	3	Internet and Communication	01101152
online	-	3	Economic Systems and Concepts	01101161
online	-	3	Psychology and Society	01101171
online	01101111	3	Communication Skills in Arabic	01101213
online	01101112	3	Communication Skills in English	01101214
online	-	3	Safety and First Aid	01101243
online	-	3	Scientific Research Methods	01101281
online	-	3	Introduction to Astronomy	01101282
online	-	3	Law in our Life	03011101
online	-	3	Human Rights	03021201

Third: Faculty Compulsory Requirements (21) credit hours

Type of education	Prerequisite	Hrs	Course Title	Course Number
face to face	-	3	Principles of Accounting (1)	02011111
blended	-	3	Principles of statistics	02021111
face to face	-	3	Principles of Management (1)	02021101
face to face	-	3	Principles of Economic	02031211
blended	-	3	Principles of financial management	02031122
blended	-	3	Management Information System	02121111
online	-	3	Principles of Digital marketing	02051111

percentage	Hrs	Type of education
%38.5	51	face to face
%41	54	blended
20.5%	27	online