

Isra University / Faculty of Business
Study Plan for
Bachelor's Degree in Digital Marketing Department
Academic Year 2023-2024
Credit Hours (132)

Fourth: Department requirements: 87 credit hours as follows:

A- The compulsory requirements for the specialization are 78 credit hours, which are:

Course Number	Course Title	Hrs	Prerequisites	Type of learning
02121211	Marketing Information Systems	3	02051111	In person
02121212	Commercial website design	3	02121111	In person
02121213	Mobile Marketing	3	02121111	Integrated
02121214	Marketing Management	3	02121111	In person
02122111	Interactive website design and analysis	3	02121211	In person
02122112	Scientific research methods	3	02121212	Integrated
02122113	Marketing via social networks	3	02121213	Integrated
02122114	Services Marketing	3	02121214	Integrated
02122115	Sales management	3	02121214	Remotely
02122211	Electronic distribution channels	3	02121214	In person
02122212	Digital Banking Marketing	3	02122114	In person
02122213	Human Resources Management	3	02122114	Remotely
02123111	Search Engine Optimization	3	02122111	In person
02123112	Polarization Marketing	3	02121214 02122112	In person
02123113	Consumer behavior online	3	02122113	Integrated
02123114	Customer and Supplier Relationship Management (CSRM)	3	02122115	Integrated
02123115	Pricing and Cost Management	3	02122211	Integrated
02123211	Product Planning and Development	3	02123115	Integrated
02123212	Integrated Digital Marketing Communications IDMC	3	02122211	In person
02123216	Legal Issues in Digital Marketing	3	02123114	Integrated
02124111	Digital Marketing Strategies	3	02123112	In person
02124112	Social Marketing	3	02123113	Integrated
02124113	Graphic Design	3	02123111	In person
02124114	Contemporary Issues in Marketing and Technology	3	02123211	In person
02124211	Field Training	3	02124111	In person
02124126	International Marketing	3	02122212	Integrated

B- Elective requirements: 9 credit hours chosen by the student from among the following courses:

Course Number	Course Title	Hrs	Prerequisites	Type of learning
02122121	Materials Management	3	02121214	Integrated
02124221	Leadership in Marketing	3	02124114	Integrated
02123121	Marketing Research	3	02122111	Integrated
02122123	Pharmaceutical & medical marketing	3	02121214	Integrated
02122122	Marketing studies in English	3	02121214	Integrated
02122124	Computer Marketing Applications	3	02121211	Integrated
02122221	Personal selling	3	02122115	Integrated
02124222	Models in Marketing	3	02124114	Integrated
02123221	Negotiation skills	3	02122112	Integrated
02123222	Supply Chain Management	3	02124212	Integrated
02021122	Introduction to Logistics Management	3	02021111	Integrated

Percentage	Hrs	Type of learning
≥38.5	51	In person
≥41	54	Integrated
20.5%	27	Remotely

First: Compulsory university requirements - 12 credit hours:

Course Number	Course Title	Hrs	Prerequisites	Type of learning
01101101	Military Science	3	For Jordanians only*	In person
01101102	National Education	3	For Jordanians only*	Remotely
01101105	Volunteer work	0	-	-
01101111	Arabic language	3	**01100011	Remotely
01101112	English language	3	**01100012	Integrated

Second: University elective requirements - 12 credit hours:

The student chooses a set of materials, with a total of 12 credit hours:

Course Number	Course Title	Hrs	Prerequisites	Type of learning
01101103	Traffic awareness	3	-	Remotely
01101104	Leadership and creativity	3	-	Remotely
01101121	Life skills	3	-	Remotely
01101131	Islamic culture	3	-	Remotely
01101132	Jerusalem and the Hashemite Guardianship	3	-	Remotely
01101141	Sports and Health	3	-	Remotely
01101142	Environment and society	3	-	Remotely
01101151	Computer skills	3	01100051	Remotely
01101152	Communications and Internet	3	-	Remotely
01101161	Economic concepts and systems	3	-	Remotely
01101171	Psychology and Society	3	-	Remotely
01101213	Arabic communication skills	3	01101111	Remotely
01101214	English communication skills	3	01101112	Remotely
01101243	Public Safety and First Aid	3	-	Remotely
01101281	Scientific research methods	3	-	Remotely
01101282	Introduction to Astronomy	3	-	Remotely
03011101	Law in our lives	3	-	Remotely
03021201	Human rights	3	-	Remotely

Third: College requirements: 21 credit hours as follows:

Compulsory faculty requirements

Course Number	Course Title	Hrs	Prerequisites	Type of learning
02011111	Accounting principles	3	-	In person
02021111	Principles of Business Administration 1	3	-	Integrated
02021101	Principles of Statistics	3	-	In person
02031211	Principles of Financial Management	3	-	In person
02031122	Business Economics	3	-	Integrated
02121111	Digital Marketing Principles	3	-	Integrated
02051111	Management Information Systems	3	-	Remotely

* The non-Jordanian student has the right to register or choose one of the courses offered by the university.

** The student studies 9 additional credit hours in case of failure in the following level exams:

Arabic Language Remedial 01100011, English Language Remedial 01100012, Computer Remedial 01100051.

