

Study Plan for
Bachelor's Degree in Digital Marketing Department
Academic Year 2023-2024
(132)Credit Hours

First Year							
First Semester				Second Semester			
Course Number	Hrs	Course Title	Prerequisites	Course Number	Hrs	Course Title	Prerequisites
02121111	3	Principles of digital marketing		02121214	3	Marketing management	02121111
02051111	3	Management information systems		02121212	3	Commercial website design	02121111
02021111	3	Principles of business administration(1)		02021101	3	Principles of statistics	
	3	University Compulsory			3	University Compulsory	
	3	University Elective			3	University Elective	
	15	Total Hours			15	Total Hours	
Second Year							
First Semester				Second Semester			
Course Number	Hrs	Course Title	Prerequisites	Course Number	Hrs	Course Title	Prerequisites
02122114	3	Services marketing	02121214	02122211	3	Electronic distribution channels	02121214
02122115	3	Sales management	02122115	02123114	3	Supplier and customer relationship management	02122115
02121213	3	Mobile marketing	02121111	02122112	3	Scientific research methods	02121212
02121211	3	Digital marketing information systems	02051111	02122111	3	Interactive website design and analysis	02121211
02011111	3	Accounting principles 1		02031211	3	Principles of financial management	02011111
	3	University Elective			3	University Compulsory	
	18	Total Hours			18	Total Hours	
Third Year							

First Semester				Second Semester			
Course Number	Hrs	Course Title	Prerequisites	Course Number	Hrs	Course Title	Prerequisites
02123115	3	Pricing and cost management	02122211	02123211	3	Product planning & development	02123115
02122113	3	Marketing via social networks	02121213	02123212	3	Integrated digital marketing communications	02122211
02123112	3	Polarization marketing	02122112	02123111	3	Search engine optimization	02122111
02122212	3	Digital banking marketing	02122114	02123113	3	Online consumer behavior	02122113
02031122	3	Business Economics		02122213	3	Human resources management	02122114
	3	University Compulsory			3	Department Elective	
	18	Total Hours			18	Total Hours	

Fourth Year

First Semester				Second Semester			
Course Number	Hrs	Course Title	Prerequisites	Course Number	Hrs	Course Title	Prerequisites
02123216	3	Legal issues in digital marketing	02123114	02124114	3	Contemporary issues in marketing and technology	02123211
02124111	3	Digital marketing strategies	02123112	02124113	3	Graphic design	02123211
02124112	3	Social marketing	02123113	02124211	3	Field training	02124111
02124126	3	International marketing	02122212		3	University Elective	
	3	Department Elective			3	Department Elective	
	15	Total Hours			15	Total Hours	