



"الريادة والأبداع في الأعمال"
"Entrepreneurship and
Innovation in Business"

"عراقة وجودة"
"Tradition and Quality"

QF05/0407-4.0E	Study Plan for Bachelor program - Study Plan Development and Updating Procedures/ Digital Marketing Department
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Course Plan for Digital Marketing (Bachelor Program) No.: (2023/2024)			
Approved by Deans Council by decision 25-05-2023 dated 18-12-2023			
(132) Credit Hours		Study system / hybrid program	
Type of specialty	✓ Humanitarian	<input type="checkbox"/> Scientific / technical	<input type="checkbox"/> Medical Sciences

Teaching style	Percentage of study plan hours / number	Model used (synchronous: asynchronous)
Complete e-learning courses	20%	1:1
Blended Learning courses (For Humanity)	41%	1:1
Traditional learning courses (for humanity)	39%	2:0

Important note: (The teaching patterns of the subjects are distributed at all academic levels in the program)

Program Vision: Toward Excellence in Education and Research in Digital Marketing and Enhancement of Competitiveness.

Program Mission: To Educate Entrepreneurs in the Field of Digital Marketing through Applied Technological Education, Enhancing Research Expertise, Achieving Excellence and Sustainable Community Progress Both Locally and Globally.

Program Objectives:

1. Providing students with in-depth scientific and applied knowledge in the various fields of Digital Marketing.
2. Offering students applied and technical skills in Digital Marketing.
3. Motivating Faculty members to pursue continuous innovative improvements in academic programs.
4. Developing an interactive digital work environment to achieve the Faculty's goal.
5. Consolidating social responsibility and ethical awareness in Digital marketing field.
6. Valuing and consolidating the diversity among faculty members and students in the department.
7. Employing smart and flexible communication skills effectively and professionally.

Program learning outcomes ((MK= Main Knowledge, MS= Main Skills, MC= Main Competences)

Main knowledge	
MK1	Demonstrate a comprehensive, consistent, and structured knowledge of digital Marketing theories.
MK2	Comprehensive understanding of Digital Marketing treatments and methods of solving Digital Marketing problems.
MK3	Employ critical analytical thinking to assess opportunities, challenges, strengths and weaknesses in the local and global marketing environments.
Basic skills	
MS1	Possess a variety of skills for the market needs.
MS2	Apply quantitative and analytical skills in solving complex Digital marketing problems and finding creative and professional solutions to them.
General competencies	



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MC1	Intelligent and flexible communication, and collaboration effectively and professionally with disparate work teams.
MC2	The ability to lead professionally through a set of professional rules for Digital Marketing practices in accordance with the international rules of professional conduct related to the context of Digital Marketing.

Teaching style			Course No.	Course name	Credit hour	Theory Hours	Practical Hours	Prerequisite Co-requisite	Indicative	
Fully electronic	Blended learning	Traditional learning							Semester	year
1. Requirements (27) Credit Hours										
1.1 Mandatory Requirement (21 credit hour)										
.			0420101	Military Sciences	3	3	0	1	1
.			0420151	National Education	3	3	0	2	1
.			0420271	Life skills	3	3	0	1	2
.			0420115	Communication skills in Arabic	3	3	0	Remedial Arabic Language	1	1
.			0420133	Communication skills in English	3	3	0	Remedial English Language	2	1
.			0420261	Entrepreneurship and innovation	3	3	0	2	2
.			0420241	Leadership and social responsibility	3	3	0	1	2
1.2 University Elective Requirements (06 credit hour)										
.			0420142	Human Civilization	3	3	0	1	1
.			0420253	Development and Environment	3	3	0	1	2
.			0420172	Digital Skills	3	3	0	Remedial computer skills	2	1
.			0420201	First aid	3	3	0	2	2
.			0420134	Sports and Health	3	3	0	1	1
.			0420212	Islamic Culture	3	3	0	1	2
.			0420392	Principles of Psychology	3	3	0	1	3
.			0420341	Principles of German Language	3	3	0	1	3
.			0420155	Law in life	3	3	0	1	2

Teaching style			Course No.	Course name	Credit hour	Theory Hours	Practical Hours	Prerequisite Co-requisite	Indicative	
Fully electronic	Blended learning	Traditional learning							Semester	year
2. Faculty Requirements (21) Credit Hours										
		*	0501110	Principles of Management 1	3	3	0	-----	1	1
		*	0502110	Principles of Accounting 1	3	3	0	-----	1	1
	*		0508110	Principles of Marketing	3	3	0	-----	1	1
		*	0510147	Business Statistics	3	3	0	-----	2	1
	*		0420156	Commercial Legislations	3	3	0	-----	2	1



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		*	0510146	Business Mathematics	3	3	0	-----	2	2
		*	0506100	Introduction to Management Information System	3	3	0	-----	1	1

Teaching style			Course No.	Course name	Credit hour	Theory Hours	Practical Hours	Prerequisite Co-requisite	Indicative	
Fully electronic	Blended learning	Traditional learning							Semester	year
3. Major requirements (84) Credit Hours										
4.1 Mandatory requirements (63) credit hours										
	*		0508112	Principles of Digital Marketing	3	1	4		2	1
	*		0508121	Marketing Management	3	3	0	Principles of Marketing	2	1
		*	0508115	Marketing Communications	3	3	0	Principles of Marketing	2	1
	*		0508214	Distribution Management	3	3	0	Principles of Marketing	1	2
	*		0508241	Service Marketing	3	3	0	Principles of Marketing	2	2
	*		0508243	Bank Marketing	3	3	0	Service Marketing	2	2
		*	0508322	Marketing Research	3	3	0	Marketing Management	1	3
		*	0508312	Consumer Behavior	3	3	0	Principles of Marketing	1	3
	*		0508334	Customer Relationship Management	3	1	4	Marketing Management	2	3
		*	0508325	International Marketing (English)	3	3	0	Principles of Marketing	2	3
	*		0508436	Search Engine Marketing (E)	3	1	4	Principles of Digital Marketing	2	3
	*		0508341	Social Marketing	3	3	0	Marketing Management	1	3
	*		0508333	Advertising technology	3	1	4	Principles of Digital Marketing	2	3
	*		0508346	Green Marketing	3	3	0	Marketing Management	2	3
		*	0508351	Computer Applications in Marketing	3	1	4	Introduction to Management Information System	2	3
		*	0508423	Marketing Strategies	3	3	0	Marketing Management	1	4
		*	0508431	Digital Marketing (E)	3	1	4	Principles of Digital Marketing	1	4
		*	0508435	Social Media Marketing (E)	3	1	4	Marketing Management	1	4
	*		0508437	Designing and Managing Marketing Content (E)	3	1	4	Principles of Digital Marketing	2	4
	*		0508446	Field Training	3	0	6	Passing 90 credit hours	2	4
	*		0508447	Graduation Project in Marketing	3	3	0	Marketing Research+ Passing 90 credit hours	2	4
4.2 electives requirements (6) credit hours										
	*		0508116	Sales Management	3	3	0	Principles of Marketing	2	1
	*		0508426	Retail Management	3	3	0	Marketing Management	1	4



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electronic	Fully	Blended							Semester	year
		*	0508438	Mobile Marketing	3	1	4	Principles of Digital Marketing	2	3
		*	0508242	Industrial Marketing	3	3	0	Marketing Management	1	2
4.3 supporting requirements (15) credit hours										
		*	0501331	E-Business Management	3	3	0	///	2	3
		*	1003901	Principles of Multimedia Design for marketing	3	1	4	///	1	4
		*	1002903	Introduction in Graphic Design for marketing	3	1	4	///	1	4
		*	1003902	Photography and Digital Processing for marketing	3	1	4	///	1	4
		*	0510152	Micro-Economics	3	3	0	///	1	2

End of the course plan

Subjects taught by the Digital Marketing department to students in other majors

Teaching style			Course No.	Course name	Credit hour	Theory Hours	Practical Hours	Prerequisite Co-requisite	Indicative	
electronic	Fully	Blended							Semester	year
		*	0508110	Principles of Marketing	3	3	0	Faculty requirement	1	1
		*	0508121	Marketing Management	3	3	0	Supporting Requirement for Business Administration	2	1
		*	0420271	Digital Marketing (E)	3	1	4	Supporting Requirement for Management Information System	1	2