

Digital Marketing Study Plan

	Course Code	Course Title	Course Type	Pre-R	Co-R	Credit Hours	Contact Hours
Semester 1	ENL101	English for Academic Studies	UM	IEP099 or Equivalent	DPS095	3	3
	GEN150	Professionalism and Ethics	UM			3	3
	INF120	Computer and Information Systems	UM	DPS095		3	3
	MAT100	Business Math	UM	IMP099 or Equivalent		3	3
	BUS100	Introduction to Business Administration	CM	IEP099 or Equivalent		3	3
Total						15	15

Semester 2	ENL102	English Composition	UM	ENL101 DPS095		3	3
	XXXX	Innovation and Creativity (Elective)	UM			3	3
	XXXX	Global Citizen (Elective)	UM			3	3
	HST101	Islamic Culture & Values	UM			3	3
	ACC101	Principles of Accounting	CM	MAT100		3	3
Total						15	15

Semester 3	ENL201	Writing and Research	UM	ENL102		3	3
	XXXX	Arts and Humanities Elective Group I	UM			3	3
	MAT210	Introduction to Probability & Statistics	UM	MAT100		3	3
	MRK103	Principle of Marketing	CM	BUS100		3	3
	FIN102	Principle of Finance	CM	MAT100		3	3
Total						15	15

Semester 4	XXXX	Arts and Humanities Elective Group II	UM			3	3
	MGT101	Principles of Management	CM	BUS100		3	3
	BUS200	Business Statistics	CM	MAT210		3	3
	BUS220	Business Economics	CM	MAT210		3	3
	DMK210	Digital Marketing Fundamentals	PM	MRK103		3	3
Total						15	15

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Semester 5	MIS300	Management Information System	CM	INF120		3	3
	BUS345	Business Law & Ethics	CM	BUS100		3	3
	DMK220	International Marketing Management	PM	MRK103		3	3
	DMK225	Market Planning & Research	PM	MRK103		3	3
Total						12	12

Semester 6	MGT310	Organization Behaviour	CM	BUS100		3	3
	MGT340	Operation Management	CM	MAT100 BUS100		3	3
	DMK230	Content Marketing	PM	DMK210		3	3
	DMK310	Social Media Marketing	PM	DMK210		3	3
Total						12	12

Semester 7	DMK315	E-commerce Marketing	PM	DMK210		3	3
	DMK325	Digital Marketing Strategy	PM	DMK210 DMK225		3	3
	DMK330	Customer Relations and Consumer Behavior	PM	MRK103		3	3
	DMK400	Internship in Marketing	PM	DMK230 DMK310		3	3
	DMK420	Mobile Applications Marketing	PM	DMK210 DMK315		3	3
	XXXX	Program Elective	PE	Prerequisite Program Elective		3	3
Total						18	18

Semester 8	DMK440	Social Media and Web Analytics	PM	DMK310 DMK325		3	3
	DMK460	Digital Advertising Campaign Management	PM	DMK310 DMK315		3	3
	DMK475	Legal and Ethical Issues in Digital Marketing	PM	GEN150 DMK310 DMK315		3	3
	DMK490	Capstone Design	PM	Pass 87 CH		3	3
	XXXX	Program Elective	PE	Prerequisite Program Elective		3	3
	XXXX	Program Elective	PE	Prerequisite Program Elective		3	3
Total						18	18

Note that the University Mandatory (UM), College Mandatory (CM), Program Mandatory (PM), and Program Elective (PE) courses.