



## The Study plan for the digital marketing and communication program

### First year

IBM Semester 1				IBM Semester 2			
Code	N.	Title	Credit Hours	Code	N.	Title	Credit Hours
UNV	101	Arabic Language1	2	UNV	102	Arabic Language 2	2
UNV	103	English Language 1	2	UNV	104	English Language 2	2
UNV	105	Islamic Culture	2	UNV	106	Computer Skills	2
FBA	107	Principles of Financial Accounting I	3	FBA	108	Principles of Financial Accounting 2	3
FBA	109	Principles of Micro Economic	3	FBA	110	Principles of Macro-Economic	3
FBA	111	Principles of Business Management	3	FBA	112	Principles of Marketing	3
		<b>Total</b>	<b>15</b>			<b>Total</b>	<b>15</b>

### Second year

IBM Semester 1				IBM Semester 2			
Code	N.	Title	Credit Hours	Code	N.	Title	Credit Hours
MKT	201	Consumer Behavior	3	MGT	202	Public Relations Management	3
FBA	203	Principles of Statistics	2	FBA	204	Operations Research	3
MGT	205	Communication Skills	3	MKT	206	Services Marketing	3
FBA	207	Principles of Law	2	FBA	208	Commercial Law	2
FBA	209	Mathematics of Finance and Business	2	MGT	210	Organizational Behavior	3
MKT	211	Sales Management	3	MKT	212	Marketing Strategies	3
		<b>Total</b>	<b>15</b>			<b>Total</b>	<b>17</b>

### Third year

IBM Semester 1				IBM Semester 2			
----------------	--	--	--	----------------	--	--	--

Code	N.	Title	Credit Hours	Code	N.	Title	Credit Hours
MKT	301	Principles of Digital Marketing	3	FBA	302	Methods of Scientific Research	3
MKT	303	Graphic Design Fundamentals for Business	3	MKT	304	Search Engine Marketing	3
MKT	305	Customer Relationship Management	3	MKT	306	Digital Integrated Marketing Communications	3
MKT	307	Marketing Research	3	FBA	308	Business Ethics and Social Responsibility	3
MGT	309	Total Quality Management	3	MKT	310	Social Media Marketing	3
MKT	311	Marketing Information Systems	2	MGT	312	Human Resource Management	3
		<b>Total</b>	<b>17</b>			<b>Total</b>	<b>18</b>

**Fourth year**

IBM Semester 1				IBM Semester 2			
Code	N.	Title	Credit Hours	Code	N.	Title	Credit Hours
MKT	401	Entrepreneurship and Innovation	3	MKT	402	Contemporary Issues in Digital Marketing	3
MKT	403	Digital Website Design and Analysis	3	MKT	404	International Digital Marketing	3
MKT	405	E-Commerce	3	MKT	406	Digital Distribution Chain Management	3
MKT	407	Digital Banking Marketing	3	MKT	408	Artificial Intelligence Applications in Digital Marketing	3
MKT	409	Digital Content Creation	3	FBA	410	Graduation Research Project	3
MKT	411	Digital Tourism and Hotel Marketing	3	FBA	412	Practical Training	2
		<b>Total</b>	<b>18</b>			<b>Total</b>	<b>17</b>