



College of Business
Department of Digital Marketing

B.A Study Plan
Major Digital Marketing
Academic Year: 2025/2026

Study Plan Credit hours (132)

Type of Program: **Blended**

Major Type:

Humanities

Scientific/Technical

Science Medical

Teaching Type	Percentage of study plan hours/number	Actual Ratio
Complete Online E-Learning	20% - 10% Maximum	%20
Blended learning (for humanities)	60% - 40% Maximum	%51
Face-to-face learning (for humanities)	20% Minimum	%29

Note: The learning types of the courses are disseminated at all academic levels in the program



Department Vision

Entrepreneurship and excellence in education, academic learning and research in the field of marketing and digital shopping at the local and regional levels.

Department Mission

Preparing scientifically qualified staff supported by knowledge and skills of marketing, digital marketing and professional ethics to work in all marketing fields, to meet the needs of the local and regional community, in accordance with local and international quality criteria.

Program Mission

Providing distinguished academic programs in digital marketing supported by knowledge, skills and professional ethics through qualified staff capable of keeping pace with local and international standards in accordance with e-learning inclusion criteria.

Educational Program Objectives

1. Preparing specialized and distinguished human staff in digital marketing through a high quality educational environment.
2. Conducting site-based research in the digital marketing field.
3. Providing the local and regional labor market with equipped alumnus equipped with knowledge and skills in the field of digital marketing.
4. Enabling graduates to be able to make effective marketing decisions in the digital marketing environment.
5. Developing teaching staff capable of keeping pace with technologies in the field of education.

Educational Program Outcomes

The expected outcomes of this program are preparing graduates competent in:

1. Identifying the basic areas of digital marketing and its applications.
2. Clarifying modern trends and methods in the field of digital marketing.
3. Using digital marketing applications in virtual marketing activities.
4. Analyzing various digital marketing variables.
5. Evaluating digital marketing problems.
6. Developing effective marketing decision-making skills in the digital marketing environment.



Plan Contents

The study plan for a bachelor's degree consists of a major in digital marketing of (132) credit hours disseminated as follows:

Sequence	Classification	Credit Hours	Percent %
1st	University Requirements	27	20.4%
2nd	College Requirements	18	13.6%
3rd	Program Requirements	84	64%
4th	Free course	3	2%
Total		132	100%

Coding System Approved by the University

2	0	9	1.2	3.4	Semester	Year	
College Code	Major Code		Knowledge domain		Course Level		Sequence

Cognitive Domain

Credited Hours of Study Plan	Knowledge Domain	Domain Code
15	Fundamentals of Digital Marketing.	1
18	Digital Marketing processes.	2
9	Applied Digital Marketing.	3
12	Digital marketing techniques.	4



First: University Requirements: (27) Credit Hours

A. Compulsory Requirements: (18) Credit Hours

Teaching type			Course Number	Course Title	Credited Hours	Pre-Requisite
Online E-Learning	Blended	Face-to-Face				
√			5051104	Communication Skills Arabic Language(I)	3	5051111
√			5051105	Communication Skills English Language(I)	3	5051112
√			50511205	Life Skills and Social Responsibility	3	-
√			50511206	National Education	3	-
√			50511305	Entrepreneurship and Innovation	3	-
√			50511308	Military Science	3	-
√			50541209	Volunteering and Community Development	0	-
Total					18	

B. Elective Requirements: (9) Credit Hours from the following list:

Teaching type			Course Number	Course Title	Credited Hours	Pre-Requisite
Online E-Learning	Blended	Face-to-Face				
√			50521106	Communication Skills (Arabic Language(2))	3	5051104
√			50521107	Communication Skills (English Language(2))	3	5051105
√			50521203	Principles of Psychology	3	-
√			50521204	Human Rights	3	-
√			50531101	Islamic Culture	3	-
√			50531205	Quds and Hashemite Custodianship	3	-
√			50541103	Computer Skills	3	5051113
√			50541204	Development and Environment	3	-



Teaching type			Course Number	Course Title	Credited Hours	Pre-Requisite
Online E-Learning	Blended	Face-to-Face				
√			50541206	Health and Society	3	-
√			50541208	Introduction to Sustainable Development	3	-
√			50541211	Introduction to Artificial Intelligence	3	-
√			50541308	Foreign Language	3	-
√			50541309	Digital Culture	3	50511113
			Total		9	

Second: College Requirements: (18) Credit Hours

A. Compulsory Requirements: (18) Credit Hours

Teaching type			Course Number	Course Title	Credited Hours	Pre-Requisite
Online E-Learning	Blended	Face-to-Face				
	√		20111101	Principles of Business Administration	3	-
		√	20211101	Principles of Accounting (I)	3	-
		√	22211101	Principles of Financial Management (I)	3	-
	√		20911111	Principles of Digital Marketing	3	-
	√		20541101	Basics of Management Information Systems	3	-
	√		20851101	Basics of Human Resources Management	3	-
			Total		18	



Third: Program Requirements (84) Credit Hours

A. Compulsory Requirements: (66) Credit Hours

Teaching type			Course Number	Course Title	Credited Hours*	Theoretical	Practical	Pre-Requisite
Online E-Learning	Blended	Face-to-Face						
	√		20911203	Online consumer behavior	3	3	-	20911111
	√		20913204	Creativity and product development	3	3	-	20142105
		√	20922203	Social media and Mobile Marketing	3	2	1	20911111
	√		20553205	Marketing information systems	3	3	-	20541101
	√		20921204	Digital marketing strategy \ E	3	3	-	20911111
	√		20142105	Marketing Management	3	3	-	20911111
	√		20921102	Digital marketing communications	3	3	-	20911111
		√	20553104	Website Design	3	-	3	20541101
		√	20944102	Search engine marketing	3	2	1	20553104
	√		20944106	Green Marketing	3	3	-	20911111
	√		20921304	Brand Management strategy	3	3	-	20911111
	√		20931101	E-Entrepreneurial Marketing	3	3	-	20911111
	√		20553102	Electronic business \ E	3	3	-	20541101
	√		20944103	E- financial services Marketing	3	3	-	20911111
		√	20931102	Advertising technology	3	2	1	20911111
		√	20914208	Sales management and Personal Selling	3	3	-	20142105
		√	20513205	Cybersecurity in Business	3	2	1	20541101
		√	20514103	Business Intelligence and Data Analysis	3	2	1	20541101



Teaching type			Course Number	Course Title	Credited Hours*	Theoretical	Practical	Pre-Requisite
Online E-Learning	Blended	Face-to-Face						
		√	20133211	Applications of Artificial Intelligence in Business	3	-	3	-----
	√		20923201	Marketing Research	3	3		20132107
		√	20944105	Field Training	3	-	3	pass 90 H
		√	20944206	Graduation Project	3	-	3	Pass 90 H
			Total		66	49	17	

* Credit Hours

Elective Requirements: (6) Credit Hours

Teaching type			Course Number	Course Title	Credited Hours*	Theoretical	Practical	Pre-Requisite
Online E-Learning	Blended	Face-to-Face						
	√		22222103	financial institutions	3	3	-	2221101
		√	20931103	E- customer relationship management	3	2	1	2091111
	√		20552104	Computer ethics	3	3	-	-----
	√		20912026	Pricing management	3	3	-	2091111
	√		20122205	Public Relations Management	3	3	-	-----
		√	20944201	Interactive Web Analytics	3	-	3	20553104
		√	20921305	Retail management	3	3	-	2091111
		√	20943101	Graphic Design	3	-	3	2091111
	√		20931105	Contemporary issues in digital marketing/ E	3	3	-	2091111
	√		20542101	Electronic Supply Chain Management	3	2	1	20541101
	√		20552202	Networking and Communications Systems for Business	3	3	-	20541101



	√		20652102	Commercial Legislation	3	3	-	-
Total					6			

* Credit Hours

C. Ancillary Courses (12) Credit Hours:

Teaching type			Course Number	Course Title	Credited Hours*	Theoretical	Practical	Pre-Requirement
Online E-Learning	Blended	Face-to-Face						
	√		20132107	Scientific research methods	3	3	-	-----
	√		20121211	Principles of Economic Sciences	3	3	-	-----
	√		20512103	Knowledge management systems	3	3	-	20541101
	√		50531108	Principles of Statistics for Business	3	3	-	-----
Total					12			

* Credit Hours

D: free course (3) Credit Hours:

E: Compulsory remedial Requirements (0) Credit Hour

Teaching type			Course Number	Course Title	Credited Hours	Pre-Requirement
Online E-Learning	Blended	Face-to-Face				
√			50511108	Arabic language (remedial)	3	-
√			50511109	English language (remedial)	3	
√			50511110	Computer skills (remedial)	3	
Total					0	



Guidance plan

First Year

First Semester

Course No.	Course Title	Type of Learning	Credited Hours*	Prerequisite	Co-requisite
2011101	Principles of Business Administration	Blended	3	-	
2221101	Principles of Financial Management (I)	Face to face	3	-	
20541101	Basics of Management Information Systems	Blended	3	-	
2091111	Principles of Digital Marketing	Blended	3	-	
---	Elective University requirement	Online E-Learning	3	-	
---	Elective University requirement	Online E-Learning	3	-	
Total			18		

Second Semester

Course No.	Course Title	Type of Learning	Credited Hours*	Prerequisite	Co-requisite
22221201	Fundamentals of Economic Sciences	Blended	3	-	-
20142105	Marketing Management	Blended	3	2091111	-
50531108	Principles of Statistics for Business	Blended	3	-	-
20211101	Principles of Accounting (I)	Face to face	3	-	-
---	Compulsory University requirement	Online E-Learning	3	-	-
20513205	Cybersecurity in Business	Face to face	3	20541101	-
Total			18		

* Credit Hours





Second Year

First Semester					
Course No.	Course Title	Type of Learning	Credited Hours*	Prerequisite	Co-requisite
20921204	Digital marketing strategy / E	Blended	3	20911111	-
20911203	Online consumer behavior	Blended	3	20911111	-
20851101	Basics of Human Resources Management	Blended	3	-	-
20921102	Digital marketing communications	Blended	3	20911111	--
20931101	E-Entrepreneurial Marketing	Blended	3	20911111	-
Total			15		

Second Semester					
Course No.	Course Title	Type of Learning	Credited Hours*	Prerequisite	Co-requisite
---	Elective university requirement	Online E-Learning	3	---	-
20922203	Social media and Mobile Marketing	Blended	3	20911111	-
20132107	Scientific research methods	Blended	3	---	-
20931102	Advertising technology	Face to face	3	20911111	-
---	Elective Major requirement	Blended	3	---	-
---	Elective university requirement	Online E-Learning	3	---	-
Total			18		

* Credit Hours



Third Year

First Semester					
Course No.	Course Title	Type of Learning	Credited Hours*	Prerequisite	Co-requisite
20553104	Website Design	Face to face	3	20541101	-
20514103	Business Intelligence and Data Analysis	Face to face	3	20541101	-
20553102	Electronic business \ E	Blended	3	20541101	-
20913204	Creativity and product development	Blended	3	20911111	-
---	Compulsory university requirement	Online E-Learning	3	---	-
Total			15		

Second Semester					
Course No.	Course Title	Type of Learning	Credited Hours*	Prerequisite	Co-requisite
20553205	Marketing information systems	Blended	3	20541101	-
20944106	Green Marketing	Blended	3	20911111	-
---	Compulsory university requirement	Online E-Learning	3	---	-
---	Elective major requirement	Blended	3	---	-
20921304	Brand management strategy	Blended	3	20911111	-
20133211	Applications of Artificial Intelligence in Business	Face to face	3	---	-
Total			18		

* Credit Hours





Fourth Year

First Semester					
Course No.	Course Title	Type of Learning	Credited Hours*	Prerequisite	Co-requisite
20944102	Search Engines Marketing	Face to face	3	20553104	-
20923201	Marketing Research	Face to face	3	20132107	-
50511204	Mandatory university requirement	Online E-Learning	3	---	-
20944206	Graduation Project	Face to face	3	Pass 90 C.H	-
20512103	Knowledge Management Systems	Blended	3	---	-
Total			15		

Second Semester					
Course No.	Course Title	Type of Learning	Credited Hours*	Prerequisite	Co-requisite
20944103	E- financial services Marketing	Blended	3	20911111	-
---	Elective university requirement	Online E-Learning	3	---	-
20944105	Field Training	Face to face	3	Pass 90 C.H	-
20914208	Sales Management and personal selling	Blended	3	20911111	-
Total			15		

* Credit Hours



Courses Tree



Courses Tree

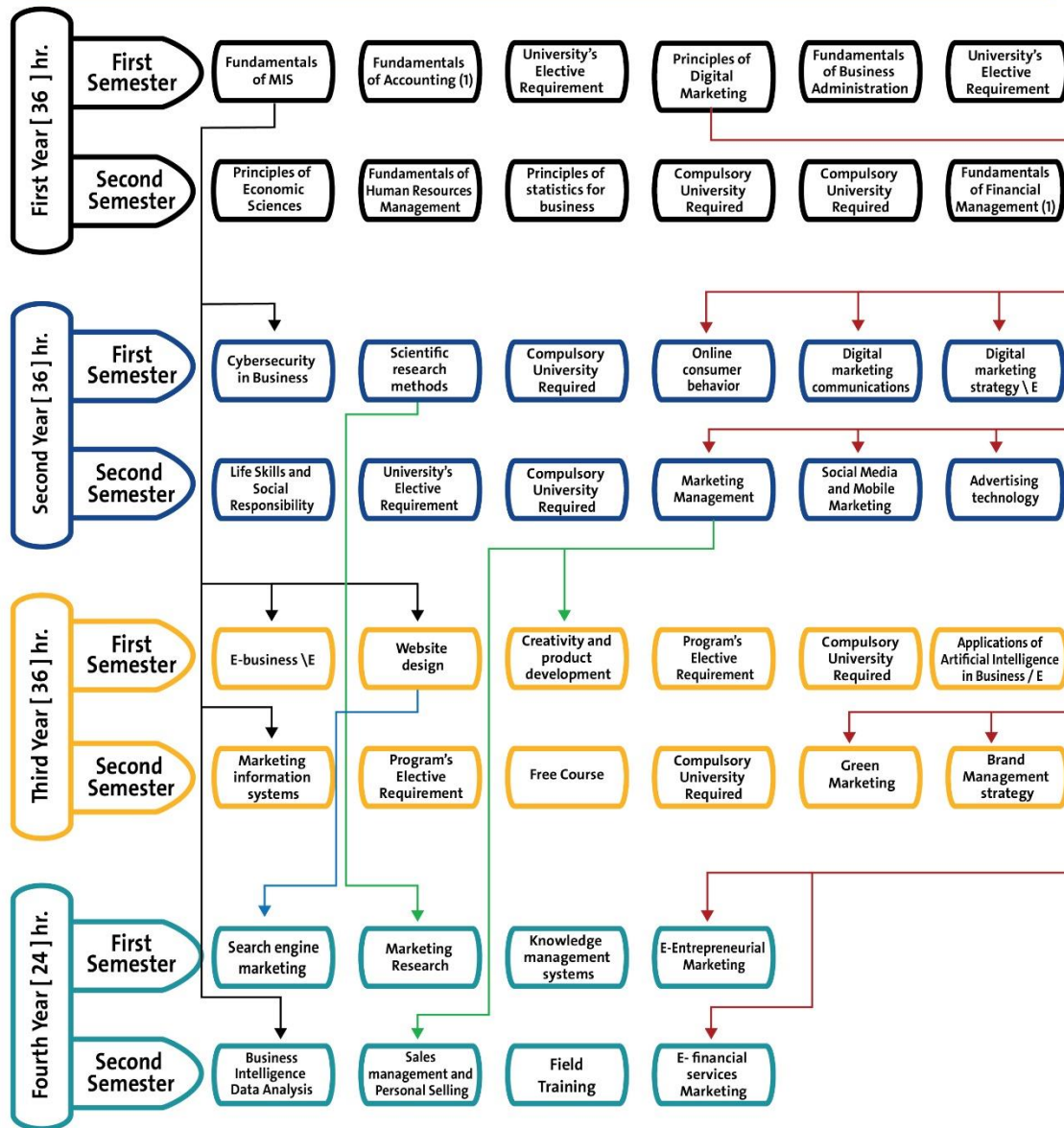
College: Business

Major: Digital marketing

Program: Bachelor

Department: Digital marketing

Issue Date: 2025/2026



F566-1, Rev. a

Ref.: Quality Assurance Council Session (08/2021-2022), Decision No.: 01, Date: 21/05/2022



F026-1, Rev. d

Ref.: Deans' Council Session (14/2025-2026), Decision No.: 02, Date 09/12/2025





Course Description

(2011101), Principles of Business Administration, (Credit Hours 3, N: 3, P: 0), Prerequisite: None, Learning Type: Blended.

Discussing and analyzing the basic principles, concepts, terminology, and administrative practices, with special attention to the administrative levels and basic administrative functions of planning, organizing, leading, directing, and controlling, in addition to the development of contemporary administrative thought through exploring management theories and their practice in managing the organization and its employees to meet the needs of modern public and private institutions. In line with global management.

(2021101), Principles of Accounting (I), (Credit Hours 3, N: 3, P: 0), Prerequisite: None, Learning Type: Confrontational.

Accounting principles are considered an introductory subject that includes defining, recording, and reporting financial operations related to the business sector, completing the accounting cycle, and preparing financial statements. Students gain a clear understanding of the accounting process and the steps that result in financial statements, through the presentation of exercises and problems in this course.

(2091111), Principles of Digital Marketing, (Credit Hours 3, N: 3, P: 0), Prerequisite: None, Learning Type: Blended.

This course includes introducing students to the principles, foundations and objectives of digital marketing and the factors affecting it, by presenting the basic digital elements that embody the concept of digital marketing, as it includes the integration of electronic infrastructure with marketing elements, which include electronic equipment, software, networks of all kinds, websites, and rules. Data, how these components contribute to the formation of the electronic market, and the changes brought about by this digital revolution in creating the digital marketing mix. The course includes explaining the digital product/service, digital promotion, digital pricing, digital delivery, and digital communications.



(22211101), Principles of Financial Management (I), (credit hours 3, n: 3, p: 0), prerequisite: none, learning type: face-to-face.

This course provides students with the necessary concepts and information. This course deals with analytical methods that help students understand and analyze financial analysis tools in its various forms. This course balances theory and application.

(20851101), Basics of Human Resources Management, (Credit Hours 3, N: 3, P: 0), Prerequisite: None, Learning Type: Blended.

This course focuses on studying the concepts of Human Resource Management (HRM) and its importance, as well as its functions. It covers various aspects of HRM, including job analysis, human resource planning, recruitment, selection, hiring, training and development, compensation management, and performance management. Additionally, it explores employee retention strategies and practices.

(20121211), Principles of Economic Sciences, (Credit Hours 3, N: 3, P: 0), Prerequisite: None, Learning Type: Blended.

This course focuses on the study of economics and the fundamental principles related to its definition, objectives, and economic analysis tools. It also provides an overview of the major economic systems in our world and discusses their key foundations. The course highlights their positions on economic problems and their approaches to addressing them. Furthermore, the course emphasizes the clarification of important topics in microeconomic theory, such as demand theory, the law of demand, consumer behavior, and how to achieve optimal conditions. On the supply side, it covers supply theory, the law of supply, producer and firm behavior, and how to achieve optimal conditions in the context of production functions and costs. This is done through various market structures, with a particular focus on perfect competition and monopoly markets.

(20541101), Basics of Management Information Systems, (Credit Hours 3, N: 3, P: 0), Prerequisite: None, Learning Type: Blended.

This course focuses on studying the fundamental concepts of Management Information Systems (MIS) and their applications in business organizations. It includes defining MIS, classifying it, understanding its functions, components, and the technical infrastructure it relies on. The course also explores the impact of these systems on different managerial levels within an organization.





Additionally, the course covers important topics closely related to MIS, such as electronic business, information system security, and the management of information resources. In the lab, students will gain practical experience in designing and building selected applications for information systems using the Microsoft Access database management software package.

(50531100), Principles of Statistics for Business, (Credit Hours 3, N: 3, P: 0), Prerequisite: None, Learning Type: Blended.

In general, the course aims to give the student an important amount of understanding and knowledge of statistics as a tool of quantitative analysis and its connection to his specialization through solved exercises from the reality of commercial life. In particular, the course focuses in the first part on the student acquiring the skill of making use of the data and information that he collects with the aim of studying a specific problem by organizing and presenting this data and finding important statistical measures for it such as the arithmetic mean, median, variance, standard deviation...etc., which helps the student to compare. Between various phenomena. This part also deals with the study of the subject of correlation and simple linear regression, which enables the student to be able to predict the value of a variable dependent on an independent variable and thus plan well for the future on a sound scientific basis. As for the second part, it focuses on developing the student's mental abilities in the ability to use probability theory to overcome on the difficulties he faces in his specializations in the College of Commerce through practical examples.

(20911203), Online consumer behavior, (Credit Hours 3, N: 3, P: 0), Prerequisite: Principles of Digital Marketing, Learning Type: Blended.

The course includes introducing concepts related to digital buyer behavior or through the digital environment, by focusing on the basic concepts related to consumer behavior online, the factors influencing consumer behavior online, the role of organizations and government in protecting the electronic consumer, the most important approaches and models that explain consumer behavior, An analysis of the most important cultural, social and individual variables, such as motives, needs, trends, personality, and the distinction between learning, perception and social class that shape the purchasing behavior of the buyer via the Internet, in addition to discussing the family, reference groups and opinion leaders and their impact on consumer behavior. In addition, to building and evaluating the marketing communications mix and electronic consumer behavior.

(20913204), Creativity and Product Development, (Credit Hours 3, N: 3, P: 0), Prerequisite: Principles of Digital Marketing, Learning Type: Blended.

The course includes an introduction to creativity and product development, by focusing on the life cycle of the physical and digital product and its marketing strategies, an introduction to product development and the functions related to product development and new product categories, digital product development models and paths, employing product planning, which includes product development projects and planning stages for new products, The main stages of new product development, strategic planning for new products, identifying customer needs and its importance in maximizing consumer benefit from the tangible good, in addition to distinguishing between documents and specifications for new products, evaluating creative marketing opportunities in product development, and the reasons for the failure of launching new products.

(20922203), Social Media and Mobile Marketing, (Credit Hours 3, N: 3, P: 0), Prerequisite: Principles of Digital Marketing, Learning Type: : Blended

The course aims to introduce the elements that will attract digital buyers to websites and traditional stores through the characteristics of smart engines, websites, smart applications, and software that tracks and analyzes digital buyer behavior, produces results about the buyer's characteristics, and sends advertisements that suit his desires. It also includes using digital tools to attract their attention through social networking sites.

(20553205), Marketing Information Systems, (Credit Hours 3, N: 3, P: 0), Prerequisite: Fundamentals of Management Information Systems, Learning Type: Blended.

This course focuses on studying the basic principles of marketing information systems, with an emphasis on the applications and strategies of these systems and their role in distributing products and services to customers. The course included basic concepts in marketing information systems, analysis and design of marketing information systems, use of information technology to obtain marketing information, design and development of smart marketing systems and marketing communications systems, a presentation of the types and characteristics of the main marketing software package.

(20921204), Digital Marketing Strategy/ E , (Credit Hours 3, N: 3, P: 0), Prerequisite: Principles of Digital Marketing, Learning Type: Blended.



This course includes introducing the concept and importance of digital marketing strategy. And enable the student to distinguish between the types of digital marketing strategies and how to build them. Enabling the student to use the tools of analyzing the marketing environment to determine the appropriate marketing strategy for marketing goals, distinguish between traditional and digital marketing strategies and link the objectives of the marketing plan to the most appropriate digital marketing means for their implementation.

(20142105), Marketing Management, (Credit Hours 3, N: 3, P: 0), Prerequisite: Principles of Digital Marketing, Learning Type: Blended.

The course aims to study marketing from a strategic analytical management perspective within a framework in which basic marketing concepts are addressed, and the marketing environment is analyzed to provide the databases required to make and support marketing decisions. The course focuses on identifying the selection of the target market by studying the characteristics of the market and the consumer and choosing appropriate marketing strategies to provide the appropriate goods and services within the marketing mix through designing plans and programs related to the products, pricing, distributing, promoting and implementing them in a way that achieves the organization's objectives in the best ways and at the lowest costs.

(20921102), Digital Marketing Communications, (credit hours 3, n: 3, p: 0), prerequisite: principles of digital marketing, learning type: Blended.

The marketing communications course includes the activities, tools and digital means that connect the product, brand or service to the consumer, including advertising and its supporting areas of direct marketing, public relations, and corporate identity, and includes an introduction to the stages of manufacturing development, business environment and marketing philosophy, as well as the development of technology and communications and the globalization of markets, and providing students with the skills to analyze digital marketing communication strategies and how to use and integrate digital media to achieve marketing goals.

(20553104), Website Design, (Credit Hours 3, N: 0, P: 3), Prerequisite: Principles of Digital Marketing, Learning Type: : face-to-face.

This course focuses on studying how to use HTML to develop and build websites. Modern software and technologies used in developing Internet pages are also introduced, such as Front Page and Flash, in addition to VBScript, Java Script, Pearl, and CGI technologies. The student can build his





own website on the Internet using the various services and means available on the network. This includes reserving a special space on the Web Server, reserving the name of the site on the Internet, and using FTP techniques to transfer designed files to the site, designing images and animations, and adding audio and files.

(20944102), Search Engines Marketing, (credit hours 3, n: 3, p: 0), prerequisite: principles of digital marketing, learning type: face-to-face.

This course aims to introduce the basics of search engines and how to increase the visibility of the website in search engines through indexing and buying ads as well as improving the website on the Internet for search engines. It also includes explaining how to use paid advertising and evaluate them to show the organization's website, and how to develop an advertising campaign through search engines and evaluate its effectiveness.

(20921304), Brand Management Strategy, (Credit Hours 3, N: 3, P: 0), Prerequisite: Principles of Digital Marketing, Learning Type: Blended.

This course includes defining the brand and its management and what it can offer to its owner as an important factor in influencing the consumer's purchasing behavior and his association with it, how to choose an appropriate position for the brand in the market, the role of the brand in distinguishing products and maximizing their value, and studying the basic foundations and concepts of the brand, its types and elements. Its cognitive structure, the basis for its selection, the method of registration, methods of protection, distinguishing trademarks, the value of trademarks, models for building value, and practical case studies of Jordanian, Arab, and international trademarks.

(20931101), Electronic Entrepreneurial Marketing, (Credit Hours 3, N: 3, P: 0), Prerequisite: Principles of Digital Marketing, Learning Type: Blended.

This course includes an introduction to the marketing activities that are used for startup companies, to help them develop, by taking advantage of the opportunities available to the company, especially at the beginning of its emergence from public organizations and institutions. It also includes clarifying how to enhance innovation processes in the marketing mix, and make the marketing process more effective. Especially effective while adding beneficial value to the customer to ensure his dealings with the company and maintaining his loyalty to it.



(20553102), Electronic business \ E, (Credit Hours 3, N: 3, P: 0), Prerequisite: Principles of Management Information Systems, Learning Type: Blended.

Concepts and skills for the strategic use of e-commerce and related information technology from three perspectives: business-to-consumer, business-to-business, and business-to-organization. The study of electronic commerce changing the structure of entire industries, and how it affects business processes including electronic transactions, supply chains, decision making and organizational performance. Basic requirements.

(20944103), E- financial services Marketing, (Credit Hours 3, N: 3, P: 0), Prerequisite: Principles of Digital Marketing, Learning Type: Blended.

This course includes the definition of the general principles of marketing and analysis of financial services, the purchasing behavior of the financial service and its determinants, the evaluation of electronic financial services marketing environments, the development and innovation of electronic financial services to solve problems related to the promotion of financial service, its uses and evaluation, the pricing of financial services, identifying customer patterns and ways to deal with them, the elements of the marketing mix for financial services, clarifying the services of electronic banks and exchange companies, insurance and lending of all kinds, and explaining the new advantages of these services in terms of Convenience, security and problem solving related to financial service distinction.

(20931102), Advertising Technology, (Credit Hours 3, N: 2, P: 1), Prerequisite: Principles of Digital Marketing, Learning Type: Face to face.

This course introduces the student to the importance of advertising as one of the elements of the communication mix, and its role in building brand awareness and improving the image of the organization. Focus on analyzing visual, print and audio advertising to apply effective advertising, and evaluating advertising errors and how to avoid them. As well as developing an effective advertising campaign and its practical applications in the laboratory, how to use it, setting its budgets, and addressing the interactive and complementary relationship between advertising and the rest of the elements of the communication mix.

(20931103), E- customer relationship management, (Credit Hours 3, N: 2, P: 1), Prerequisite: Principles of Digital Marketing, Learning Type: face-to-face..



This course includes an introduction to electronic management of customer relations, through the use of electronic means represented by special software to help customers search the online store's website and its features, programs to enhance loyalty and help the customer determine special specifications for the service or commodity, ensure security and electronic payment methods, and track purchase orders. On-time delivery and after-sales services, or what is called relationship marketing, also includes building long-term relationships with customers, customer value, variables and strategies for managing customer relationships, the relationship with knowledge management, and managing relationships with customers electronically.

(20944206), Graduation Project, (3 credit hours, N: 0, P: 3), Prerequisite: Passing 90 hours, Learning type: face-to-face.

This course aims to raise and develop the research level of students so that the student is provided with basic research concepts and how to deal with the different stages of preparing and applying scientific research. The student is expected to be able to prepare and apply research by addressing a theoretical or applied study problem in the fields of digital marketing.

(2094208), Sales Management and Personal selling, (Credit Hours 3, N: 3, P: 0), Prerequisite: Marketing Management, Learning Type: Blended.

This course focuses on studying the subject of sales management. This course aims to introduce students to the process of strategic planning and budget preparation, as well as developing sales functions in relation to the relationship with customers, managing and organizing territories, in addition to forecasting and determining demand, leading, directing, motivating, selecting and training salesmen. It also aims to provide Students acquire knowledge and skills related to different selling methods, skills for dealing with customers, and conducting sales dialogue.

(20944105), Field Training, (3 credit hours, N: 0, P: 3), Prerequisite: Passing 90 hours, Learning type: face-to-face.

This course aims to provide a practical environment for the application of the skills and knowledge learned by the student during the study in one of the fields of digital marketing, in a company, factory, government or private entity, and for a specific period after the approval of the department and under the supervision of a faculty member, where the student is followed up and evaluated by the entity that trained him in addition to the evaluation of his supervisor.





(20931105), Contemporary issues in digital marketing/ E, (Credit Hours 3, N: 3, P: 0), Prerequisite: Principles of Digital Marketing, Learning Type: Blended.

This course includes an introduction to the latest digital topics related to digital marketing, such as cloud computing and its various applications and how digital marketing relies on cloud computing, whether in service or infrastructure. It also includes big data, data warehouses, data mining, and data centers.

(20921305), Retail Management, (Credit Hours 3, N: 3, P: 0), Prerequisite: Principles of Digital Marketing, Learning Type: face-to-face.

This course focuses on studying retail trade management, learning how to strategically plan retail trade, types of retail trade establishments, how to use technology in retail trade and methods of financing retail trade establishments. Then use the franchise to manage the retail business. Planning the marketing mix for retail trade establishments and means of controlling retail trade activities.

(20931106), E- tourism marketing, (Credit Hours 3, N: 3, P: 0), Prerequisite: Principles of Digital Marketing, Learning Type: Blended.

This course aims to provide students with the necessary knowledge to understand the nature of the digital means that are used to attract tourists from their countries by activating digital promotion and remote tourism reservations and clarifying the characteristics of the tourism service through digital catalogs, how to plan them, and adapt them to the requirements of the tourist customer, by introducing them to historical, religious, therapeutic, ... Etc.

(20912026), Pricing Management, (Credit Hours 3, N: 3, P: 0), Prerequisite: Principles of Digital Marketing, Learning Type: Blended.

This course includes identifying strategies and processes related to determining the prices of a product or service, explaining how it affects the competitive position of the organization and its share of the market and thus the profits that can be achieved, analyzing the market, estimating demand, determining the best competitive prices, evaluating effective pricing strategies that contribute to achieving the company's goals and increasing its competitiveness in the market, and using economic tools and models to understand the effects of pricing on sales and profits.



(20944106), Green Marketing, (Credit Hours 3, N: 3, P: 0), Prerequisite: Principles of Digital Marketing, Learning Type: Blended.

This course includes the concepts of green marketing and its importance in preserving the environment and sustainability, and the orientation towards the social responsibility of organizations, through the application of marketing principles to promote and promote sustainable environmental practices and environmentally friendly products, understanding the demand for environmentally friendly products and trends in eco-shopping, promoting awareness of environmental issues and the role of marketing in stimulating positive environmental behaviors.

(20122205), Public Relations Management, (Credit Hours 3, N: 3, P: 0), Prerequisite: None, Learning Type: Blended.

This course focuses on the concept, development and objectives of public relations management because it represents a cognitive tool and a communication function of an important nature in our daily lives. It also aims to provide students with information about the functions, importance and objectives of public relations and its programmers, its relationship to the administrative process and the decision-making process, the competencies and consultants of public relations, its role in development and public opinion, how it is with the organization's audiences, and the organization of public relations bodies in addition to public relations programs and how they are in international organizations.

(20652102), Commercial Legislation, (Credit Hours 3, N: 3, P: 0), Prerequisite: none, Learning Type: Blended.

This course examines the concept of commercial law and its sources, covering topics such as commercial transactions, merchants, stores, commercial contracts, negotiable instruments, insolvency, banking operations, and legal regulations for companies and electronic commerce.

(20552104), Computer Ethics, (Credit Hours 3, N: 3, P: 0), Prerequisite: None, Learning Type: Blended.

This course studies ethical issues concerned with the optimal use of the computer and its various software. It aims to develop awareness and skills related to the foundations of ethical decision-making through analytical methods. The course also addresses topics including information privacy and security, intellectual property, fraud, legitimate computer use, and others. This course





presents ethical theories and uses them to study various ethical issues related to information technology in business organizations, allowing the student to acquire the intellectual skills necessary to solve ethical problems and confront everything that conflicts with the moral structure of society.

(20512103), Knowledge Management Systems, (Credit Hours 3, N: 3, P: 0), Prerequisite: 20541101, Learning Type: Blended.

This course aims to identify the basic scientific and practical concepts of knowledge management and its systems in terms of concepts, models and entrances, and to indicate their importance and necessity for present and future organizations, clarify their processes, stages, mechanisms, systems and main technologies, and help and encourage business to adopt an organizational culture that believes in the manufacture and sharing of knowledge, supports its mechanisms and provides its requirements within a purposeful interactive and interactive methodological framework.

(20552202), Networking and Communications Systems for Business, (Credit Hours 3, N: 3, P: 0), Prerequisite: 20541101, Learning Type: Blended.

This course aims to clarify the most basic concepts and applications of networks and communications for business. This course includes topics including network-related devices, software technology, standards and protocols, network management, and emerging trends. This course also focuses on the student's ability to integrate different technological components and prepare a set of projects that support network systems.

(20542101), Electronic Supply Chain Management, (Credit Hours 3, N: 3, P: 0), Prerequisite: 20111101, Learning Type: Blended.

This course focuses on concepts in electronic supply chain management, including material flow, supply cost patterns, aligning supply with demand, purchasing management, specification setting, supplier selection, and support tools in supply chain management. Students will also develop skills in material requirements planning and inventory evaluation.

(20923201), Marketing research, (Credit Hours 3, N: 3, P: 0), Prerequisite: Scientific Research Methods, Learning Type: face-to-face.

This course aims to introduce the student to the vital role of marketing research in collecting, organizing and processing data to produce marketing information to make marketing decisions,





and the course also aims to enable the student to analyze marketing data that describes marketing variables, customer trends and demand forecasting, where the student can evaluate marketing problems and prepare a report that includes proposed solutions to marketing problems.

(20943101), Graphic Design, (Credit Hours 3, N: 3, P: 0), Prerequisite: None, Learning Type: face-to-face.

This course aims to provide students with the basic principles of graphic design, focusing on visual language skills, in addition to traditional and modern graphic design. The course also includes skills for using graphic design in promotional digital marketing activities, and using modern applications of design in promotional activities.

(22222103), financial institutions, (Credit Hours 3, N: 3, P: 0), Prerequisite: None, Learning Type: face-to-face.

This course aims to provide students with the necessary concepts and information related to the financial and banking system, starting with the importance of the financial system and the role of its institutions and ending with international financial institutions, where this course will deal with the most important financial institutions, the most important of which are central banks, commercial banks, Islamic banks, specialized banks, Industrial Development Bank and Cities and Villages Development, insurance institutions and companies, Social Security Corporation, investment, retirement and career savings funds, international financial institutions, and through this course we expect the student to be Able to analyze the role of financial and international institutions in economic development and employ theoretical knowledge in practice by evaluating the role of financial institutions.

(20944201), Interactive Web Analysis, (Credit Hours 3, N: 3, P: 0), Prerequisite: None, Learning Type: face-to-face.

This course includes student empowerment is to measure, collect, analyze, and report web data to understand and improve web usage. It also includes using it as a tool for business and market research and evaluating and improving the effectiveness of the website. And how to measure the results of advertising campaigns. and how to use it to estimate how website traffic changes after a new campaign is launched. It provides information about the number of website visitors and page



views, and includes creating user behavior profiles to help analyze website visitors' behavior and measure traffic trends.

(20133211), Applications of Artificial Intelligence in Business (Credit Hours 3, N: 0, P: 3, Prerequisite: None, Face to Face.

This course provides students with foundational and advanced knowledge of artificial intelligence (AI), including machine learning, big data analytics, and intelligent systems, with a strong focus on practical business applications. Key areas include supply chain management, human resource management, digital marketing, and management information systems. Students will develop skills in business data analysis, problem formulation suitable for AI techniques, and using modern digital tools to build and evaluate intelligent models. The course fosters innovation, teamwork across disciplines, and ethical responsibility in applying AI, ensuring transparency, privacy, and good governance in business environments.

(20513205), Cybersecurity in Business, (Credit Hours 3, T: 2, B: 1 and accomplished 2 practical hours), Prerequisite: Information Systems Fundamentals, Learning Type: Face-to-face.

This course focuses on understanding the fundamental principles of cybersecurity and their applications in the modern business environment. It aims to provide students with the knowledge and skills necessary to protect information and digital systems from cyber threats. It also focuses on the security challenges facing businesses. The course includes an introduction to cybersecurity and its basic concepts, types of cyber threats and common attacks, security policies and procedures in organizations, cyber risk management and vulnerability analysis, compliance with standards and regulations (such as GDPR, ISO 27001), network security and digital infrastructure, and the role of employees in promoting cybersecurity and a culture of security awareness.

(20514103), Business Intelligence and Data Analysis, (3 credit hours, T: 2, B: 1 and Accomplished 2 practical hours), Prerequisite: Information Systems Fundamentals, Learning Type: Face-to-face.

This course aims to provide students with the knowledge and skills necessary to use data intelligence and analysis tools and techniques to support decision-making in the business environment. It focuses on the concept of business intelligence and its role in improving organizational performance. Using data analysis tools to extract actionable insights, designing





interactive dashboards and analytical reports, and applying data mining techniques, predictive modeling, and linking analysis to strategy and decision-making.

(20132107), Scientific Research Methods, (Credit Hours 3, N: 3, P: 0), Prerequisite: None, Learning Type: Blended.

This course focuses on the foundations and rules of the scientific method in research, starting with introducing the concept of scientific research, reviewing scientific research methods, and following the steps of the scientific method in defining the problem, formulating hypotheses, how to build a theoretical framework, and reviewing previous studies. It also shows how to design the research and develop its methodology. In addition to reviewing the tools for collecting information necessary to conduct research and select a sample. It also includes how to conduct statistical analysis of this information and arrive at results.