



Digital Marketing Track

First Level:

Course Code	Course Title	Credit Hours	Prerequisite	Course Type
101-سلم-2	Islamic Creed and Contemporary Doctrines	2		Required
111-حسب-3	Principles of Accounting	3		Required
112-عمل-3	Fundamentals of Mathematics in Management	3		Required
101-عمل-3	Principles of Management	3		Required
102-عمل-3	Principles of Microeconomics	3		Required
103-عمل-3	Computer Skills	3		Required
Total Credit Hours			17	

Second Level:

Course Code	Course Title	Credit Hours	Prerequisite	Course Type
111-سلم-2	Contemporary Cultural Issues	2		Required
212-عمل-3	Human Resource Management	3	101-عمل-3	Required
111-عمل-3	Principles of Macroeconomics	3	102-عمل-3	Required
203-عمل-3	Principles of Marketing	3		Required
211-عمل-3	Principles of Statistics	3		Required
111-امل-3	Financial Management I	3		Required
Total Credit Hours			17	

Third Level:

Course Code	Course Title	Credit Hours	Prerequisite	Course Type
101-انج-3	English Language I	3		Required
201-امل-3	Management Information Systems	3		Required
202-امل-3	Quantitative Methods in Management	3		Required
203-امل-3	Principles of Cost Accounting	3	111-حسب-3	Required
204-امل-3	Commercial Law	2		Required
205-امل-3	Business Statistics	3	211-عمل-3	Required
Total Credit Hours			17	



Fourth Level:

Course Code	Course Title	Credit Hours	Prerequisite	Course Type
111-انج-3	English Language II	3		Required
211-امل-3	Research Methods in Management	2		Required
212-امل-3	Knowledge Management	3	101-عمل-3	Required
213-امل-3	International Business Management	3	101-عمل-3	Required
214-امل-3	Organizational Behavior	3	212-عمل-3	Required
215-امل-3	Operations Management	3	202-امل-3	Required
216-امل-3	Entrepreneurship	2		Required
Total Credit Hours			19	

Exit Point 1 – Intermediate Diploma in Business Administration Awarded upon completion of at least 60 credit hours.

Fifth Level:

Course Code	Course Title	Credit Hours	Prerequisite	Course Type
301-تسق-3	Specialized Facilities Management	3		Required
302-تسق-3	Principles of Supply	3		Required
303-تسق-3	Management Information Systems	3		Required
304-تسق-3	E-Commerce	3		Required
305-تسق-3	Sales Channel Management	3		Required
306-تسق-3	Public Relations Management	3		Required
Total Credit Hours			18	

Sixth Level:

Course Code	Course Title	Credit Hours	Prerequisite	Course Type
2-سلم-xxx	Elective Course (Islamic Studies)	2		Elective
311-تسق-3	Consumer Behavior	3		Required
312-تسق-3	Digital Marketing	3		Required
313-تسق-3	Brand Management	3		Required
314-تسق-3	Business Ethics and Social Responsibility	3		Required
-تسق-3xx3	Elective Course	3		Elective
Total Credit Hours			17	



Seventh Level:

Course Code	Course Title	Credit Hours	Prerequisite	Course Type
401- تسق -3	Strategic Marketing	3		Required
402- تسق -3	Contemporary Issues in Marketing	3		Required
403- تسق -3	Public Institutions Management	3		Required
404- تسق -3	Change Management and Organizational Development	3		Required
405- تسق -3	Services Marketing	3		Required
- تسق -4x3	Elective Course	3		Elective
Total Credit Hours			18	

Eighth Level:

Course Code	Course Title	Credit Hours	Prerequisite	Course Type
411- تسق -6	Cooperative Training	6	Complete 121 Hours	Required
Total Credit Hours			6	

Total Credit Hours: 129