



Yarmouk University

Faculty of
Business

Master's in Digital Marketing

Program Overview

The Marketing Department at Yarmouk University was established in 1997. The department's faculty consists of professors and instructors specialized in various fields of marketing, such as consumer behavior, marketing research, international marketing, and e-marketing. The program's study plan has been developed and updated in 2021. The plan aims to provide students with basic and advanced concepts and processes of digital marketing science and to help students appreciate the role of marketing and digital marketing in the success of institutions in the increasingly competitive marketplace. Students will gain analytical and communication skills that should qualify them for creativity in the fields of product management, marketing research, and advertising. The department's mission is evident in preparing and graduating students who have the ability to benefit the institutions and the communities in which they work by developing marketing problem-solving skills. The department works to adopt a modern teaching method that keeps pace with contemporary technological developments.

Program Objectives

- Providing creative and innovative marketing solutions by conducting market surveys, solving new digital problems facing the organization, and analyzing and understanding ways to innovate over time.
- Keeping up with the new global trend in the field of marketing and digital marketing.
- Qualifying human cadres capable of ensuring the continuity of the market's operation in emergency situations, when traditional markets stop operating and the transition to the digital market and electronic space.

Program Importance

This program stands out for its ability to equip graduates with advanced scientific and practical skills in the field of marketing and digital marketing. It provides the latest knowledge needed to understand various digital marketing operations in line with international best practices, while also enhancing critical thinking and problem-solving abilities. The Master's program in digital marketing also emphasizes the importance of marketers adhering to professional ethics.



Targeted Groups and Accepted Majors

This program targets students who hold a bachelor's degree in marketing, business administration, public administration, accounting, financial and banking sciences, and logistics sciences, as well as those who hold a bachelor's degree in the specializations of information technology, business technology, languages, pharmacy, and digital arts.

Job Areas

The fields of work for graduates of the program are diverse, such as profitable companies in all sectors that need to market and promote their products and services, as well as non-profit institutions in the public and private sectors that need to market and promote their programs, whether on the Internet, social networking sites, or search engines.

Credit Hours and Tuition Fees

A student must study the remedial courses decided by the Graduate Studies Committee in the department.

***With regard to the thesis's track:**

The student must study and achieve success in at least (24) accredited hours of the (600) course level. In addition, the student has to write a thesis comprising authentic scientific contributions to the body of knowledge in a field. (9) accredited hours are allocated to the thesis, and the student has to succeed in the thesis defense.

***As for the comprehensive track:**

The student must study and achieve success in at least (33) accredited hours of the (600) course level. Moreover, the student has to succeed in the comprehensive examination

***Tuition fee** is 120 Jordanian dinars per hour for Jordanian students, and 300 US dollars per hour for non-Jordanian students.

Study Plan Overview

The study plan for the Master's program in digital marketing at Yarmouk University includes a set of compulsory and optional courses that aim to provide students with basic and advanced knowledge in the areas of digital marketing, such as digital services marketing, promotion campaigns on social media platforms, search engines, digital brand management, and Omnichannel marketing. This is in addition to a course in research methods specially designed for business college students.

Students can choose the thesis route to conduct authentic research in the field or the comprehensive route, which comprises an extensive study of both compulsory and optional courses and passing a comprehensive exam at the end of the program. The program provides vast opportunities to specialize in advanced areas of digital marketing and qualify students for various job opportunities across multiple business sectors.

Contact Information

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