

Admission Year	2023	Program	Master
Plan Type	Thesis	Semester	First
Hours	9	Item Type	Department Elective
Group NO	1	Max Registration hrs	9
Faculty	Business		
Department	Marketing		
Special Department	Digital Marketing		
Gender	BOTH		

Course code	Course Name	hrs	Prerequisite Course	Equivalent Course	Teaching Method
BAEL 660	Entrepreneurship and E-business	3		()	Blended
CIS 669	Big data management	3		()	Normal
CIS 685	Internet of Things: Multimedia Technology	3		()	Blended
CIS 687	Advanced Data Security and Privacy	3		(MIS 662)	Normal
MIS 682	Business Intelligence and Analysis	3		(BIA 630) (٦٨٢١.٥)	Normal
MKT 630	Web Marketing Metrics and Analysis	3		()	Blended
MKT 639	Search Engine Optimization and Marketing	3		()	Blended
MKT 655	Digital Marketing and Social Media platforms Strategy and Planning	3		()	Blended
MKT 662	Online Service Marketing	3		()	Blended
MKT 665	Digital Brand Development	3		()	Blended
MKT 670	Digital Marketing Channels and Supply Chain Management	3		()	Online
MKT 690	Contemporary Topics in Digital Marketing	3		()	Online

Admission Year	2023	Program	Master
Plan Type	Thesis	Semester	First
Hours	24	Item Type	Department Mandatory
Group NO	1	Max Registration hrs	24
Faculty	Business		
Department	Marketing		
Special Department	Digital Marketing		
Gender	BOTH		

Course code	Course Name	hrs	Prerequisite Course	Equivalent Course	Teaching Method
MKT 615	Technology Enabled-Consumer Behavior	3		()	Normal
MKT 620	Strategic Marketing Management	3		()	Normal
MKT 625	Digital and Social Media Marketing Design	3		()	Blended
MKT 635	Digital Campaign Marketing and Media	3		()	Normal
MKT 699A	MASTER THESIS	0		()	Blended
MKT 699B	MASTER THESIS	3		()	Blended
MKT 699C	MASTER THESIS	6		()	Blended
MKT 699D	MASTER THESIS	9		()	Blended
PA 603	RESEARCH METHODS	3		(BA 603) (٦٠٣ ا.ع) (HSM 611) (BAEL 600)	Normal