



Advisory Study Plan for the Academic Comprehensive Exam Track

Faculty of Graduate Studies

Department Electronic Marketing and
Social Media

Program (Specialty) Digital Marketing

First Year

First Semester			
Course No.	Course Title	Credit Hours	Prerequisite
0402701	Research methodology in administrative sciences	3	-
0405703	Advanced Marketing Management	3	-
-	Elective course	3	-
Total =		9	

Second Semester			
Course No.	Course Title	Credit Hours	Prerequisite
0405735	Digital marketing strategies	3	-
0405733	Digital Consumer Behavior	3	-
-	Elective Course	3	-
Total =		9	

Second Year

First Semester			
Course No.	Course Title	Credit Hours	Prerequisite
0405720	Advanced Digital marketing	3	
0405736	Digital services Marketing	3	
-	Elective course	3	
Total =		9	

Second Semester			
Course No.	Course Title	Credit Hours	Prerequisite
0405737	Digital marketing communication	3	
0408743	Advanced financial Management	3	
0405798	Comprehensive Exam	-	
Total =		6	



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