



Advisory Study Plan for the Academic Thesis 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
0405733	Digital Consumer Behavior	3	-
0405734	Digital International Marketing	3	-
-	Elective Course	3	-
Total =		9	

Second Year

First Semester			
Course No.	Course Title	Credit Hours	Prerequisite
0405781	Advanced Topics in Digital Marketing	3	-
0405736	Digital services Marketing	3	-
0405000	Thesis in progress	3	0
Total =		9	

Second Semester			
Course No.	Course Title	Credit Hours	Prerequisite
0405799	Thesis	6	-
Total =		6	



الإصدار: 01ZU/QP07F018

تاريخ الإصدار: 24 حزيران 2015

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