



Zarqa University

Curriculum / Study Plan for/ Master Degree in Digital Marketing (7)

PROGRAM: Department Electronic and social media of Marketing / Comprehensive Exam Track

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Faculty of Economics and Administrative Sciences / Department Electronic and social media of Marketing

GENERAL RULES AND CONDITIONS: This plan conforms to the regulations of the general frame work set by The Graduate Studies.

The study plan consists of (33) credit hours as follows

I. Compulsory Courses: (24) credit hours as follows:

Course no.	Course title	Cr. Hrs.	Teaching Method
0402701	Research methodology in business	3	F
0405703	Advanced Marketing Management	3	F
0405720	Advanced Digital Marketing	3	F
0405733	Digital Consumer Behavior	3	F
0405735	Digital Marketing Strategies	3	F
0405736	Digital services Marketing	3	F
0405734	Digital international Marketing	3	E
0405781	Advanced Topics in Digital Marketing	3	E
0405798	Comprehensive Exam	3	--

II. Elective courses: (9) credit hours to be chosen from one of the following Subjects:

Course no.	Course title	Cr. Hrs.	Teaching Method
0402712	Advanced Strategic Management	3	F
0402716	Advanced Organization Behavior	3	F
0403718	Advanced Managerial Accounting	3	F
0405728	Digital customer relationship Management	3	F
0405729	Developing digital branding	3	F
0405731	Digital marketing Applications	3	B
0408743	Advanced Financial Management	3	F
0405737	Digital Marketing Communication	3	B

Codes of knowledge fields: 1) 04 College 2) 03 Department 3) 07 Program 4) No of subject in the Program

F: FACE TO FACE

E: Electronic

B: BLENDED



الإصدار: 2015 تاريخ الإصدار: 24 حزيران

01ZU/QP07E018

