



Master course Description Digital Marketing

No. Course : 0405703	name of course: Advanced Marketing Management
<p>This course focuses on the function of marketing management types of demand, as well as focusing on several areas such as identifying marketing opportunities analysis the marketing environment, market segmentation and target markets, analysis of the product life cycle. Develop new products. Marketing services decisions, and making marketing decisions, in addition to marketing management jobs</p>	
No. Course :0405733	name of course: Digital consumer Behavior
<p>This course enables readers to understand and predict consumer behavior in the market place ;it is concerned not only with the consumer buy but also with why, when ,where, how ,and who often buy it. Skilled marketers should keep the customers as the core of their interest so , this course deals with different factors that affect the consumer behavior such as their personality, learning, religion, culture motivations, and finally family members.</p>	
No. Course: 0405781	name of course: Advanced Topics in digital marketing
<p>The aim of this course is to identify the development in the digital marketing concept and how it affects marketing activity. The more organizations keep pace with this development and become familiar with these concepts, the more they will be able to formulate a digital marketing strategy that is consistent with the nature of the stage that the external environment and internal environment of the organization are going through. It also aims to study the cases of organizations and the circumstances that affected the performance of the digital organization according to the data of this case, to benefit from previous experiences, and to be able to deal with the marketing problems that business organizations may be exposed too.</p>	
No. Course: 0405735	name of course: Digital marketing strategies
<p>This course aims to define the process followed to determine marketing strategies, and the process of marketing strategy of the business that is the responsibility of the marketing department and the marketing department to determine. Focus on the organization as a whole when drawing the strategy because the marketing strategy is a part of the overall strategy of the organization, as well as interest in business and everyday problems and focus on the growth and development of the organization in general. This requires that the student recognizes the foreign marketing environment factors such as economic factors, legal, political, demographic and others, in order to identify the pressures, threats and opportunities, as well as the identification of indoor environmental factors to identify the financial and</p>	

human potential, to be able to identify strengths and weaknesses for the organization, the student also recognizes the environmental analysis tools, and the types of strategies for marketing

No. Course: 0405720

name of course: Digital Services marketing

Description of the course: The subject of digital services marketing is considered one of the most important new subfields of digital marketing science, which has become of interest to researchers since the beginning of the eighties. The importance of services has increased at the present time, which led to teaching this subject separately to learn what modern services marketing is and its characteristics and to develop appropriate digital marketing strategies for digital services in light of the intense competition witnessed by international organizations.

No. Course:040572

name of course: Digital international Marketing

This course covers globalization marketing, characteristics and forms of international marketing, international marketing strategies and requirements, means of negotiation of international agreements, direct and indirect techniques of international marketing, e-marketing, and e-commerce.

No. Course: 0402712

name of course: Advanced Strategic Management

This course covers an integrated operation approach of strategic planning in the firm under the environmental challenges, in order to establish an optimal strategy. The course discusses advanced concepts and systems and tools of strategic planning and making strategic option decisions. Topics covered also include the role of the corporate objectives, corporate governance, capital markets, financial policies, and several implications of globalization on corporate strategic decisions. The course includes analysis of a number of cases related to strategic management

No. Course :0405737

name of course: Digital marketing communication

This course focuses on how to apply the role of digital advertising, digital sales promotion, digital public relations, digital direct marketing, digital personal selling, digital word of mouth, and other elements of the digital promotional mix in supporting the overall marketing strategy. It also focuses on how to build a comprehensive and integrated digital marketing communications program using available communications tools, with a focus on measuring the results of digital promotional programs and strategies.

No. Course :0402716	name of course: Advanced Organization Behavior
<p>This course includes the following topics: the individual dimension in organizational behavior (cognition, attitudes, values, personality, learning, work stress, and frustration), the collective dimension in organizational behavior (types of the group, the reasons for its composition, the structure of the group), the distance organizational in organizational behavior (organizational structure, communication, leadership, motivation) and the environmental dimension in organizational behavior (types of environment, elements of the environment, environmental uncertainty, and strategies of the organization in dealing with their environment), and finally the future of organizational behavior.</p>	
No. Course :0403718	name of course: Advanced Managerial Accounting
<p>This course aims to introduce students in details; the role of management accounting in the analysis of the relationship between costs, volume and profits. Cost systems and by-products and secondary products. The costs of time and back flash. Activity-based costing in service projects, trade and industry and target costing. cost allocation, and standard costing) and managerial accounting (including short-term decision making, long-term decision making, and the balanced scorecard).Budgeting systems and responsibility accounting, measuring performance. It includes pricing decisions, profitability and cost management, quality cost, revenues and their deviations. The profitability analysis to identify the quantitative methods used in management accounting.</p>	
No. course: 0405704	Name of course: Advanced Financial Management
<p>This course deals with the main essence of financial management in public shareholding companies. Also it includes the introduction of accounting finance-related course describes how to evaluate investment opportunities in the financial markets, and also provides a basic measure of risk. As well as financial models will be used for the trade-off between return and risk. Finally, an analysis of the course will be provided with topics directly related subjects to the efficient financial markets and the policies of the distribution of profits and capital structure.</p>	
No. course: 0405729	Name of course: Description of digital brand development
<p>This course aims to introduce students to the basic concepts of digital branding and how to build a brand online. Digital branding is a combination of digital marketing and online branding, as it is the way the outside world perceives an organization. It is based on brand identity, which is a set of creative elements that drive the branding process, such as a website, social media, and logo, that communicate the message, values, and goals. With a digital presence, customers feel personally involved in the organization or product. A well-designed brand enhances relationships with users and allows you to speak directly to consumers through daily interactions on the platforms they use. It also gives users a unique shopping experience and builds a cohesive, inspiring, and successful project by leveraging a variety of digital tools.</p>	

No. course: 0405728

Name of course :Digital customer relationship Management

Digital Customer Relationship Management (DCRM) focuses on using digital technology and tools to manage and improve relationships between businesses and customers. How to leverage digital technologies to attract new customers, retain existing customers, and enhance their engagement across multiple digital channels and platforms. This is done through the use of data analytics, automation, and personalized communications, which enables companies to better understand customer behavior, predict trends, and create more meaningful interactions and works to enhance customer loyalty and long-term value.

No. course: 0405729

Name of course :Developing digital branding

This course aims to introduce students to the basic concepts of digital branding and how to build a brand online. Digital branding is a combination of digital marketing and online branding, as it is the way the outside world perceives an organization. It is based on brand identity, which is a set of creative elements that drive the branding process, such as a website, social media, and logo, that communicate the message, values, and goals. With a digital presence, customers feel personally involved in the organization or product. A well-designed brand enhances relationships with users and allows you to speak directly to consumers through daily interactions on the platforms they use. It also gives users a unique shopping experience and builds a cohesive, inspiring, and successful project by leveraging a variety of digital tools.

No. course:0405731

Name of course :Digital marketing Applications

This course helps in understanding digital marketing, it is necessary to understand what its origin is, how it develops, and which applications it is strengthened by. This course examines the concept of digital marketing, which constitutes a new agenda in discussions on marketing and has new applications and trends. The contributions of this course give an overview about important technologies behind digital marketing and cover deep studies from marketing discipline that evaluate digital marketing, applications, and new trends for companies to cop up with new applications in the field of digital marketing such as consumer data base , competitors data base , sales data base. Sales focusing and sales market share applications.