" الريادة والأبداع في الأعمال "
"Entrepreneurship and
Innovation in Business"

" عراقة وجودة"
"Tradition and Quality"

QF05/0413-4.0E	Study Plan for Master Program - Study Plan Development and Updating Procedures/ Digital Marketing Department

Course Plan for Marketing (Master Program) No.: ( )		
Approved by Deans Council by decision ………. dated / /		
(33) Credit Hours	**Study system / hybrid program**	
Type of specialty	✓ **Humanitarian**	☐ **Scientific / technical** ☐ **Medical Sciences**

Teaching style	Percentage of study plan hours / number	Model used (synchronous: asynchronous)
Complete e-learning courses	18% number (6) Credit Hours	1:1
Blended Learning courses (For Humanity)	45% number (15) Credit Hours	1:1
Traditional learning courses (for humanity)	37% number (12) Credit Hours	2:0

Important note: (The teaching patterns of the subjects are distributed at all academic levels in the program, and the Thesis hours are taught in a blended learning mode).

Program vision: Building specialized competencies in the field of Marketing, provided with the knowledge, skills and leadership, creative and entrepreneurial competencies necessary to compete in the global labor market, through creative application in the use of information technology and modern teaching and learning strategies.

Program mission and objectives:
1. Achieving the conformity of the learning outcomes in all areas of specialization with the seventh level descriptors (knowledge, skills and competencies) in the National Qualifications Framework.
2. Integrating modern information technology and employing it creatively in the teaching and learning processes in order to achieve more effective learning and take into account the needs of the learner.
3. Promote the principle of self-sustainable, lifelong learning, and highlight the creativity of the learner in light of global changes through the application of various teaching and learning strategies.

Program learning outcomes (*(MK= Main Knowledge, MS= Main Skills, MC= Main Competences)*

Main knowledge	
MK1	Demonstrate a comprehensive, consistent, and structured knowledge of modern traditional and digital marketing theories and concepts.
MK2	A comprehensive understanding of the methods of solving problems in the various fields of business and management.
MK3	Employ various critical and analytical thinking to assess opportunities, challenges, strengths and weaknesses in the local and global marketing environments.
Basic skills	
MS1	Possess a variety of skills for the needs of the labor market in the field of marketing and within various administrative levels.
MS2	Apply quantitative and analytical skills in solving complex problems and finding creative and professional solutions to them.
General competencies	
MC1	Achieve intelligent and flexible communication and collaboration effectively and professionally in disparate work teams.
MC2	The ability to lead professionally through a set of professional values to practice modern marketing in accordance with global ethical standards.

1. Master thesis program (33) credit hours:

Teaching style			Course No.	Course name	Credit hour	Indicative		Notes
Fully electronic learning	Blended learning	Traditional learning				Semester	year	
1. Mandatory requirements (18) credit hours								
		●	501700	Research Methodology for Business	3	1	2	
		●	504710	Advanced Marketing Management	3	1	1	
	●		504720	Advanced Digital Marketing	3	1	2	
		●	504735	Advanced Digital Consumer Behavior	3	2	1	
	●		504721	Advanced Digital Advertising	3	2	1	
		●	504745	Advanced International Marketing	3	1	2	
2.Electives requirements (6) credit hours								
	●		504712	Advanced Digital Marketing Communication	3	1	1	
	●		504760	Big Data and Customer Relationship Management	3	2	2	
	●		504734	Digital Service Marketing	3	1	2	
		●	506724	Advanced Statistical Analysis for Business	3	1	2	
●			504746	Advanced Digital Strategic Marketing	3	2	2	
●			504722	Search Engine Marketing	3	2	2	
3.Thesis (9) Credit Hours (Blended Learning)								

2. Comprehensive exam program (33) credit hours:

Teaching style			Course No.	Course name	Credit hour	Indicative		Notes
Fully electronic learning	Blended learning	Traditional learning				Semester	year	
1. Mandatory requirements (24) credit hours								
		●	501700	Research Methodology for Business	3	1	2	
		●	504710	Advanced Marketing Management	3	1	1	
	●		504720	Advanced Digital Marketing	3	1	2	
		●	504735	Advanced Digital Consumer Behavior	3	2	1	
	●		504721	Advanced Digital Advertising	3	2	1	
		●	504745	Advanced International Marketing	3	1	2	
	●		504712	Advanced Digital Marketing Communication	3	1	1	
	●		504734	Digital Service Marketing	3	2	2	
2. Electives requirements (9) credit hours								
	●		504723	Digital Marketing Ethics	3	1	1	
	●		504760	Big Data and Customer Relationship Management	3	2	2	
	●		504736	Digital Consumer experience	3	1	2	
		●	506724	Advanced Statistical Analysis for Business	3	1	2	
●			504746	Advanced Digital Strategic Marketing	3	2	2	
●			504722	Search Engine Marketing	3	2	2	
3. Comprehensive Exam (0) Credit hours								