

## Study Plans - English

**Major** : Digital Marketing Management / Bachelor **Plan Semester** : 20251  
**Faculty** : Faculty of Business & Administration **Section** : Digital Marketing Management  
**Plan Hrs** : 128 **Plan Type** : Major  
**Min Semester** : 6 **Semester(s)** Training : Not Found **Edition** : 3 **Study Type**: Morning  
**Max Semester** : 14 **Semester(s)** Training Hrs : **Thesis Type** : Nothing

**Category** : University Requirements

**Hrs** : ( 17 ) Hrs

**Group** : Compulsory

**Hrs** : ( 17 ) Hrs

course	Course Name	Hrs	Prerequisite Courses	Prerequisit Hrs
UR00101	Arabic Language	3		
UR00111	English Language I	3		
UR00112	English Language II	3		
UR00124	Fundamentals of Artificial Intelligence	3		
UR00125	First Aid & Life Support	2		
UR00126	Palestinian Studies	2		
UR00141	Leadership and Communication Skills	1		

**Category** : College Requirements

**Hrs** : ( 33 ) Hrs

**Group** : Compulsory

**Hrs** : ( 33 ) Hrs

course	Course Name	Hrs	Prerequisite Courses	Prerequisit Hrs
BAAC121	Principles of Accounting 1	3		
BAAC122	Principles of Accounting 2	3		
BAEC121	Principles of Microeconomics	3		
BAFM121	Fundamentals of Financial Management	3		
BAHR201	Human Resources Management	3		
BAMG121	Principles of Management	3		
BAMK121	Principles of Marketing	3		
BAMT121	Mathematics for Business	3		
BARM122	Research methods	3		
BASC131	Principles of SCLM	3		
BAST121	Statistics for Business	3		

## Study Plans - English

Category : Compulsory Major Requirements

Hrs : ( 78 ) Hrs

Group : Compulsory

Hrs : ( 66 ) Hrs

course	Course Name	Hrs	Prerequisite Courses	Prerequisit Hrs
BADM211	Introduction to Digital Marketing	3	((BAMK121 (Pre)	
BADM212	E-Tailing & Retailing	3	((BAMK121 (Pre)	
BADM213	Service Marketing	3	((BAMK121 (Pre)	
BADM215	Marketing Management	3	((BAMK121 (Pre)	
BADM217	Product planning and development	3	((BAMK121 (Pre)	
BADM218	Introduction to Graphic Design for Business	3	((BADM211 (Pre)	
BADM219	Customer Relations Management	3	((BAMG121 (Pre)) Or (BAMK121 (Pre)	
BADM322	E-marketing Strategies	3	((BADM211 (Pre)	
BADM323	Sales Strategies & Management	3	((BADM212 (Pre)	
BADM333	Electronic Distribution Channels	3	((BADM213 (Pre)	
BADM334	Marketing using search Engines	3	((BAFM231 (Pre)	
BADM335	Social Media Marketing	3	((BADM211 (Pre)	
BADM336	Global Marketing	3	((BADM219 (Pre)	
BADM337	Consumer Behavior	3	((BADM219 (Pre)	
BADM338	Marketing Research and Data Analysis	3	((BARM122 (Pre)	
BADM339	Contemporary issues in digital marketing	3	((BADM336 (Pre)	
BADM343	Brand Management	3	((BADM217 (Pre)	
BADM390	Graduation Project	3		100
BADM490	Practical Training	3		100
BAFM231	Business Communication	3		
BAIT340	Database Management	3	((BAMS121 (Pre)	
BALA231	Business Law	3		

Group : Elective

Hrs : ( 12 ) Hrs

course	Course Name	Hrs	Prerequisite Courses	Prerequisit Hrs
BADM214	Entrepreneurship	3		
BADM224	Managing E-Commerce Systems	3		
BADM344	Project Management	3	((BAMG121 (Pre)	
BADM401	Mobile Marketing	3	((BADM215 (Pre)	
BADM402	Hotel & Tourism Marketing	3	((BADM213 (Pre)	
BADM403	Operations Research	3	((BADM217 (Pre)	
BADM404	Interactive site design and analysis	3	((BADM218 (Pre)	
BAEC122	Principles of Macroeconomics	3	((BAEC121 (Pre)	
BAEC233	Palestinian Economy	3	((BAMG121 (Pre)	
BAMS121	(Management Information System (MIS	3		
BASC209	English for Business	3	((UR00112 (Pre)	
BASC232	Organizational Behavior	3	((BAMG121 (Pre)	

**Hrs : ( 78 ) Hrs**

**Hrs : ( 12 ) Hrs**

course	Course Name	Hrs	Prerequisite Courses	Prerequisit Hrs
BASC334	Human Resource Management	3	((BAMG121 (Pre)	