

## 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

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Category : University Requirements	Hrs : ( 17 ) Hrs
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Group : Compulsory	Hrs : ( 17 ) Hrs
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course	Course Name	Hrs	Prerequisite Courses	Prerequisite 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
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Group : Compulsory	Hrs : ( 33 ) Hrs
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course	Course Name	Hrs	Prerequisite Courses	Prerequisite 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		

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 Category : Compulsory Major Requirements Hrs : ( 78 ) Hrs


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 Group : Compulsory Hrs : ( 66 ) Hrs


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course	Course Name	Hrs	Prerequisite Courses	Prerequisite 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


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course	Course Name	Hrs	Prerequisite Courses	Prerequisite 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)	

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**Category** Compulsory Major Requirements **Hrs** : ( 78 ) Hrs

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**Group** Elective **Hrs** : ( 12 ) Hrs

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