

Study Plans - English

Major : Digital Marketing Management / Bachelor **Plan Semester** : 20201
Faculty : Faculty of Business & Administration **Section** : Digital Marketing Management
Plan Hrs : 131 **Plan Type** : Major
Min Semester : 6 **Semester(s)** Training : Not Found **Edition** : 1 **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		
UR00121	Culture & civilization	3		
UR00122	Palestinian Studies	3		
UR00131	Computer Skills	1		
UR00141	Leadership and Communication Skills	1		

Category : College Requirements

Hrs : (27) Hrs

Group : Compulsory

Hrs : (27) Hrs

course	Course Name	Hrs	Prerequisite Courses	Prerequisit Hrs
BAAC121	Principles of Accounting 1	3		
BAEC121	Principles of Microeconomics	3		
BAFM121	Fundamentals of Financial Management	3		
BAMG121	Principles of Management	3		
BAMK121	Principles of Marketing	3		
BAMS121	(Management Information System (MIS	3		
BAMT121	Mathematics for Business	3		
BARM122	Research methods	3		
BAST121	Statistics for Business	3		

Category : Compulsory Major Requirements

Hrs : (87) Hrs

Group : Compulsory

Hrs : (75) Hrs

course	Course Name	Hrs	Prerequisite Courses	Prerequisit Hrs
BADM211	Introduction to Digital Marketing	3	((BAMK121 (Pre)	
BADM212	E-Tailing & Retailing	3	((BAMK121 (Pre)	

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Category Compulsory Major Requirements

Hrs : (87) Hrs

Group Compulsory

Hrs : (75) Hrs

course	Course Name	Hrs	Prerequisite Courses	Prerequisit Hrs
BADM213	Service Marketing	3	((BAMK121 (Pre)	
BADM214	Entrepreneurship	3	((BAMG121 (Pre)	
BADM215	Marketing Management	3	((BAMK121 (Pre)	
BADM216	Digital Marketing Analytics and Content	3	((BADM211 (Pre)	
BADM217	Product planning and development	3	((BAMK121 (Pre)	
BADM218	Introduction to Graphic Design for Business	3	((BADM211 (Pre)) Or (UR00131 (Pre)	
BADM219	Customer Relations Management	3	((BAMG121 (Pre)) Or (BAMK121 (Pre)	
BADM224	Managing E-Commerce Systems	3	((BADM211 (Pre)	
BADM321	Integrated Digital Marketing Communications	3	((BADM211 (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	((BADM321 (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)	
BADM342	Electronic pricing policies	3	((BADM217 (Pre)	
BADM343	Brand Management	3	((BADM217 (Pre)	
BADM390	Graduation Project	3		90
BADM490	Practical Training	3		100
BAIT340	Database Management	3	((BAMS121 (Pre)	

Group : Elective

Hrs : (12) Hrs

course	Course Name	Hrs	Prerequisite Courses	Prerequisit Hrs
BAAC122	Principles of Accounting 2	3	((BAAC121 (Pre)	
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)	
BAFN121	Principles of Finance	3		
BALA231	Business Law	3		
BASC209	English for Business	3	((UR00112 (Pre)	

