

Admission Year	2023	Program	Master
Plan Type	Comprehensive exam	Semester	First
Hours		Item Type	Department Elective
Group NO		Max Registration hrs	9
Faculty	9		
Department	1		
Special Department	Business		
Gender	Marketing		
	Digital Marketing		
	BOTH		

Course code	Course Name	hrs	Prerequisite Course	Equivalent Course	Teaching Method
BAEL 660	Entrepreneurship and E-business	3		( )	Blended
CIS 669	Big data management	3		( )	Normal
CIS 685	Internet of Things: Multimedia Technology	3		( )	Blended
CIS 687	Advanced Data Security and Privacy	3		( MIS 662 )	Normal
MIS 682	Business Intelligence and Analysis	3		( BIA 630 ) ( ٦٨٢١.٥ )	Normal
MKT 662	Online Service Marketing	3		( )	Blended
MKT 665	Digital Brand Development	3		( )	Blended
MKT 670	Digital Marketing Channels and Supply Chain Management	3		( )	Online
MKT 690	Contemporary Topics in Digital Marketing	3		( )	Online

Admission Year	2023	Program	Master
Plan Type	Comprehensive exam	Semester	First
Hours		Item Type	Department Mandatory
Group NO	24	Max Registration hrs	24
Faculty	1		
Department			
Special Department	Business		
Gender	Marketing		
	Digital Marketing		
	BOTH		

Course code	Course Name	hrs	Prerequisite Course	Equivalent Course	Teaching Method
MKT 615	Technology Enabled-Consumer Behavior	3		( )	Normal
MKT 620	Strategic Marketing Management	3		( )	Normal
MKT 625	Digital and Social Media Marketing Design	3		( )	Blended
MKT 630	Web Marketing Metrics and Analysis	3		( )	Blended
MKT 635	Digital Campaign Marketing and Media	3		( )	Normal
MKT 639	Search Engine Optimization and Marketing	3		( )	Blended
MKT 655	Digital Marketing and Social Media platforms Strategy and Planning	3		( )	Blended
MKT 698	COMPREHENSIVE EXAM	0		( )	Normal
PA 603	RESEARCH METHODS	3		( BA 603 ) ( ٦٠٣١.٤ ) ( HSM 611 ) ( BAEL 600 )	Normal