



# Master's Degree in e-Marketing & Social Media



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## Master's Degree in e-Marketing & Social Media

The global business environment has changed significantly over the past years, especially with the development of ICT and the change in the ways of dealing between institutions, individuals and societies. This has led to a shift in marketing methods and how to deal with businesses and customers, particularly at the current time which is witnessing a re-engineering of the marketing process and an increasing trend towards e-marketing. It is clear that most companies are moving towards the Internet to take advantage of the capabilities and advantages of e-marketing, encouraged by the companies that were the first to adopt e-marketing approaches and have been able to establish new competitive standards. On the other hand, e-marketing has created a sophisticated shopping environment that brings customers greater luxury and pleasure as they seek out and satisfy their needs. In addition, easy access to the network of information and business sources has led to the emergence of new areas of knowledge that require people who are qualified to monitor these developments. The nature of e-business, especially marketing and e-marketing, is focused on buying and selling operations via the Internet. The development of e-commerce also showed the need to develop new programs, including the Master's program in e-marketing to open the way for these specializations to help local and international companies to keep abreast of the latest developments in the field of e-marketing.

### Job opportunities

Since e-marketing is a discipline in demand, it is also compatible with the requirements, expectations of demand and developments of the national and international labor market. The specialization of e-marketing will be of utmost importance in the future, as it is expected to become an alternative to traditional marketing in companies. Possible future fields of work include e-marketing specialist, who has the ability to apply the latest online methods to increase coverage locally and globally, marketing specialist equipped with the latest skills, and a digital generation marketing expert.

### Program Goals:

- Contributing to the understanding of basic concepts and applications related to e-marketing and social media.
- Gaining the ability to analyze marketing phenomena and problems in general, and develop a digital marketing plan that addresses those challenges and finds solutions to them.
- Enhancing the ability and skill in how to use e-marketing and social media via its various tools.
- Recognizing the key performance indicators associated with any e-marketing program, which enhances the ability to deal with online marketing data and extraction tools to prepare comprehensive marketing plans.
- Commitment to professional ethical values and emphasizing social responsibility in marketing, e-marketing and social media operations, away from deception and false marketing.

## Study Plan for the Master's Degree in e-Marketing and Social Media

Course No.	Thesis Track (33 Credit Hours)	H	Course No.	Comprehensive Track (33 Credit Hours)	H
<b>Compulsory Requirements 27 C.H</b>			<b>Compulsory Requirements 24 C.H</b>		
33774	Research Methodology	3	33774	Research Methodology	3
35701	Advanced Marketing Management	3	35701	Advanced Marketing Management	3
35702	Advanced Marketing Management	3	35702	Advanced Brand Management	3
35711	Advanced Brand Management	3	35703	Omnichannel Retailing	3
35712	Digital Marketing Strategy	3	35711	Digital Marketing Strategy	3
35721	Social Media Marketing	3	35712	Digital Marketing Communication	3
35799	Thesis	9	35713	e-Service Marketing	3
<b>Elective Requirements 6 C.H</b>			35721	Social Media Marketing	3
35703	Omnichannel Retailing	3	35798	Comprehensive Exam	0
35704	Marketing Ethics	3	<b>Elective Requirements 9 C.H</b>		
35713	e-Service Marketing	3	35704	Marketing Ethics	3
35714	Digital Advertising	3	35714	Digital Advertising	3
35715	e-Customer Relationship Management	3	35715	e-Customer Relationship Management	3
35716	Digital Consumer Behavior	3	35716	Digital Consumer Behavior	3
35717	Search Engines Marketing	3	35717	Search Engine Marketing	3
35718	Modern e-Marketing Topics	3	35718	Modern e-Marketing Topics	3
35719	The Digital Customer Experience	3	35719	The Digital Customer Experience	3
35722	Digital and Social Media Analytics	3	35722	Digital and Social Media Analytics	3