



Study Plan for Bachelor's Degree in Electronic Marketing and Social Media

The Bachelor's Degree in Electronic Marketing and Social Media awarded at Princess Sumaya University for Technology after the successful completion of 132 Credit Hours distributed as follows:-

University Requirements (27 CHs)

1. Compulsory Requirements (18 CHs)

Course Number	Course Title	Credit Hours	Prerequisite	Concurrent
11100	Computer Skills (Remedial)	0		
31021	Arabic Language Communication Skills (Remedial)	0		
31022	English Language Communication Skills (Remedial)	0		
31112	Arabic Language Communication Skills	3	31021	
31122	English Language Communication Skills	3	31022	
31151	National Education	3		
31160	Leadership and Societal Responsibility	0		
31251	Military Science	3		
31254	Entrepreneurship and Innovation	3	Finish 60 Credit Hours	
31374	Life Skills	3	Finish 60 Credit Hours	

2. Elective Requirements (9 CHs)

Course Number	Course Title	Credit Hours	Prerequisite	Concurrent
20251	History of Science	3		
31100	Sports and Health	3		
31130	Foreign languages	3		
31152	Arabic Islamic Civilization	3		
31211	Arabic Literature	3	31112	
31252	Governance and Development	3		
31260	Human Rights	3		
31261	Introduction to Politics and Economic Science	3		
31264	Introduction To Psychology	3		
31272	Development and Environment	3		
31311	Scientific Research Methods	3		
31351	Contemporary Issues in the Arab World	3		
31352	Jerusalem : History and Facts	3		
31362	Philosophy and Critical Thinking	3		

School Requirements (24 CHs)

1. Compulsory Requirements (24 CHs)

Course Number	Course Title	Credit Hours	Prerequisite	Concurrent
20131	Mathematics for Business	3		
20235	Statistical Methods for Business	3		
33101	Principles of Management	3		
33103	Microeconomics	3		



Study Plan for Bachelor's Degree in Electronic Marketing and Social Media

Course Number	Course Title	Credit Hours	Prerequisite	Concurrent
34101	Principles of Accounting (1)	3		
35101	Principles of Marketing	3		
36101	Management Information Systems	3		
36111	Computer Applications in Business	3		



Study Plan for Bachelor's Degree in Electronic Marketing and Social Media

Program Requirements (81 CHs)

1. Compulsory Requirements (66 CHs)

Course Number	Course Title	Credit Hours	Prerequisite	Concurrent
35103	Introduction to Electronic Marketing	3	35101,36101	
35105	Marketing Social Media	3	35101	
35202	Consumer Behavior	3	35101	
35215	Marketing Management	3	33101,35101	
35217	Services Marketing	3	35101	
35218	Sales Management	3	33101,35101	
35233	Fundamentals of Graphic Design for Business	3		
35235	Communication Skills and Technologies	3		
35314	E. Marketing Channels	3	35103,35218	
35319	Marketing Research	3	20235,35202	
35323	Integrated E- Marketing Communication	3	35235	
35326	Advertising Technology	3	35235	
35336	Designing of commercial Websites	3	35233	
35397	Field Training	3	Finish 90 Credit Hours	
35407	International Marketing	3	35323	
35408	Customers Relations Management	3	35101,36232	
35416	Social Media Marketing	3	35319	
35424	Global Marketing Strategies	3	35314	
35435	Modern E-marketing Topics	3	35323	
35437	Marketing through search Engines	3	35336	
35449	Graduation Project	3	Finish 100 Credit Hours	
36232	E-Business for Business Students	3	36101	

2. Elective Requirements (15 CHs)

Course Number	Course Title	Credit Hours	Prerequisite	Concurrent
33204	Macroeconomics	3	33103	
33309	Business Ethics and Social Responsibility	3	Finish 60 Credit Hours	
33432	Purchasing and Inventory Management	3	33101	
33445	Commercial & Electronic Legislation	3	Finish 99 Credit Hours	
34102	Principles of Accounting (2)	3	34101	
34216	Financial Management	3	33101	
34314	Banking	3	33103	
35308	Product and Brand Management	3	35202	
35415	Quotation Policies	3	35323	
35419	Marketing through Mobile	3	35323	
35421	E. Tourism Marketing	3	35217	
35436	Interactive Web Design and Analysis	3	35336	