



Course Description for Bachelor's Degree in Electronic Marketing and Social Media for year 2022/2023

33101	Principles of Marketing	Credit Hours: 3	Prerequisite: None
	This course offers a broad insight into the basic principles of management, its importance, evolution, and schools of thought other topics include the evolution of contemporary administrative thought, decision making steps, managerial functions (planning, organizing, leading, and controlling), and how to exercise these functions in business organizations.		
35103	Introduction to Electronic Marketing	Credit Hours: 3	Prerequisite: 36101 +35101
	This course presents an overview of the exciting and effective world of the online marketing of products and services, whilst addressing the creative and technical aspects of maintaining a marketing website, including the importance of web design, web development, advertising, public relations, and sales. In addition, this course highlights key terms and concepts including search engine marketing, display advertising, email marketing, affiliate marketing, and interactive advertising.		
35105	Social Marketing	Credit Hours: 3	Prerequisite: 35101
	This course covers the understanding of social marketing as a concept and as a contemporary philosophical thought on the basis of corporate social responsibility. This course also emphasizes the role of social marketing in enhancing consumer protection and business ethics, in conjunction with modern society, including the status quo of creativity and innovation in different world markets.		
35202	Consumer Behavior	Credit Hours: 3	Prerequisite: 35101
	This course outlines the concept of consumer behavior and outlines the frameworks for analyzing changes in consumer behavior in terms of knowledge, the learning process among consumers, and other related concepts such as needs, motivations, incentives, perceptions, attitudes, cultural influences, social classes, and reference groups. In addition, this course underlines the purchasing-decision process for end consumers as well as industrial consumers. Other topics include market segmentation, product position, and consumer attitudes towards new products.		
35215	Marketing Management	Credit Hours: 3	Prerequisite: 33101
	This course covers the administrative functions applied in the marketing department, which include planning, organizing, directing and controlling marketing activities, in addition to marketing styles utilized in the marketing mix (product, pricing, promotion and place).		



35218	Sales Management	Credit Hours: 3	Prerequisite: 33101 & 35101
	This course defines the different approaches used for identifying and rehabilitating customers, customer needs, product features and utilities, dealing with objections, closing sales contracts, in addition to outlining the main responsibilities carried out by the director of sales, such as sales forecasting, analyzing and designing sales areas, evaluation of vendors, selection and training, motivation, compensation, and the assessment of sales staff.		
35217	Services Marketing	Credit Hours: 3	Prerequisite: 35101
	This course covers the contemporary development of services marketing, its main features, and the challenges encountering managers in the field. Other topics include service design, demand management, the perceived quality of services, and the challenges associated with services marketing.		
35235	Communication Skills and Technologies	Credit Hours: 3	Prerequisite: -
	This course outlines and investigates the applications of communication technologies in terms of its cultural, economic and political significance, whilst focusing on a range of traditional and digital technologies. In addition, wide emphasis is given to analyzing a number of different frameworks through modern as well as classical techniques with the most modern innovations circumstances. This course focuses on how businesses interact with the fast-changing world of information and communications technology, and also defines the basic knowledge that counters the technological limitations faced by companies today, including the technicalities that must be addressed when creating marketing websites and other forms of web-based user interface.		
35233	Introduction to Graphic Design	Credit Hours: 3	Prerequisite: -
	This course covers the basic principles of the creative work process, namely graphic design, and focuses on visual Language skills, in addition to the creative and aesthetic aspects of traditional & modern graphic design. This course also identifies the implications of graphic design via digital format. Finally, students are obligated to practice on a project of digitally marketing the designs using the trends of internet and social networking.		
35308	Product and Brand Management	Credit Hours: 3	Prerequisite: 35202
	This course defines the concept of product and brand management, its inception, forms, and objectives applied in consumer and business markets. This course also outlines the laws of registration whilst focusing on building and protecting the brand name, developing branding strategies, and clarifying the relationship between brands and products. In addition, this course covers the decision-making process surrounding product and brand selection, registration, and design, including legal requirements and performance measurement.		



35319	Marketing Research	Credit Hours: 3	Prerequisite: 20235+35202
	This course covers the importance of marketing research, marketing information systems, methods, and types, and defines the procedures and processes related to marketing research and design including the various types of marketing research (descriptive, experimental, analytical, and causality-based research). This course also gives emphasis to a variety of statistical tools and techniques that are useful in the analysis of populations and samples including data selection and collection, and the various sources of data, in addition to hypotheses testing and how to infer conclusions and recommendations in order to assist in the rationalization of marketing decisions.		
35314	Electronic - Marketing Channels	Credit Hours: 3	Prerequisite: 35218
	This course outlines the importance of marketing distribution channels as a concept, including its functions. This course also focuses on the analysis of the marketing environment including its intermediaries (wholesalers, retailers, and agents), the distribution channels of goods and services, and the factors that affect the distribution channel design including selection, leadership, motivation, and evaluation. In addition, this course identifies the opportunities and the causes of conflict between members of the marketing channels, including key aspects such as administration, physical distribution, and modern methods of digital distribution.		
35323	Integrated Electronic Marketing Communication	Credit Hours: 3	Prerequisite: 35235
	This course covers the basic concept of integrated electronic marketing as well as its key components and planning processes (digital and traditional) through the optimal use of the main elements of personal selling, advertising, publicity, public relations, publishing, and direct marketing, in addition to identifying the challenges that may hinder the success of the communication process such as language barriers, regulatory constraints, and individual differences.		
35326	Advertising Technology	Credit Hours: 3	Prerequisite: 35235
	This course outlines the importance of social and economic roles in advertising in accordance with key aspects, including marketing, productivity and other social and educational elements. This course also focuses on online advertising and covers the scientific methods in the planning and preparation of advertising campaigns, in addition to identifying the requirements for planning and implementing traditional and digital advertising campaigns.		
35336	Commercial Websites Design	Credit Hours: 3	Prerequisite: 35233
	This course builds on the concept of web design and advertising, focusing on how to create a website that embodies web design principles that heighten the marketing message and promote customer sales. Other topics in this course include branding, traditional and digital advertising principles, web design and functionality, and enhancing customer experience. The overall goal of this course is to highlight the web design and advertising principles that are specific to the Electronic-Marketing field and sustaining trademarks and consumer loyalty. Students practice on design tools to sharpen their UI & UX skills as well.		



35407	International Marketing	Credit Hours: 3	Prerequisite: 35323
	This course covers the cultural, social, economic, competitive, technological, and legal factors that influence international marketing practices. This course also focuses on the analysis of opportunities in foreign markets as well as evaluating international marketing plans and strategies. In this course, it is essential that students develop the ability to apply such concepts in analyzing organizations in addition to developing the appropriate marketing strategies in dealing with international markets.		
35410	Customer Relation Management	Credit Hours: 3	Prerequisite: 36232+35101
	This course gives emphasis to the importance of building a strong and ongoing relationship between a business organization and its customers – Customer Relationship Management (CRM) – on the basis of mutual positive interaction between the two parties and to serve the marketing process. This course also underlines the importance of building a database for strategic planning in a business organization to support its interaction with the consumer environment, and also to form and strengthen marketing knowledge.		
35415	Pricing Policies	Credit Hours: 3	Prerequisite: 35323
	This course highlights the importance of pricing, its objectives and policies towards new products, and the different approaches used in determining prices in different forms of competition (pure competition, monopoly, oligopoly, and monopolistic competition) and evaluating pricing policies.		
35417	Social Media Marketing	Credit Hours: 3	Prerequisite: 35319
	This course covers the concepts of social media and other networks utilized by customers, as well as the differences between traditional marketing and Electronic-Marketing via social networks, and the importance of social networks as tools that are used for building brand awareness and promoting the business sector. This course also requires students to develop and submit a written marketing plan that would help a company achieve its objectives through social media.		
35419	Mobile Marketing	Credit Hours: 3	Prerequisite: 35323
	This course highlights the importance of marketing through mobile phones for different types of companies (public, private, local and international), and identifies the marketing strategies that tackle mobile phones. This course also focuses on how to measure the effectiveness of marketing via mobile phone, including the quality of text messages, mobile phone ads, and smartphone applications which companies can access. In this course, the interaction between consumer behavior and mobile devices is thoroughly examined.		
35422	Electronic - Tourism Marketing	Credit Hours: 3	Prerequisite: 35217
	This course identifies the strategic and operational importance of information technology and electronic marketing in the tourism, travel, and entertainment sectors. More specifically, this course focuses on the available technologies that can contribute to enhancing the competitiveness of institutions working in the aforementioned sectors. This course also gives emphasis as to how these sectors may take advantage of new technologies such as web 2.0 to interact with stakeholders and thereby enhance their performance and maximize their productivity.		



35424	Electronic - Marketing Strategies	Credit Hours: 3	Prerequisite: 35314
	This course identifies digital as well as traditional marketing strategies that are utilized by local and international companies. This course focuses on how to develop and implement a marketing strategy based on the organization's mission and objectives for a number of branded goods and services, by exploring the most contemporary strategic analysis tools.		
35435	Modern Electronic Marketing Topics	Credit Hours: 3	Prerequisite: 35323
	This course outlines and discusses a list of topics related to electronic marketing. These topics are selected on the basis of the most recent developments in the field of Electronic-Marketing in the contemporary world.		
35436	Interactive Web design and analysis	Credit Hours: 3	Prerequisite: 35336
	This course is designed to introduce the principles of designing and creating a website from a marketing and sales promotion perspective. This course covers the basic principles of traditional advertising and its relevance to online advertising. This course also outlines the functions and principles of web design that enhance the consumer experience, in addition to online branding and corporate website advertising from an e-marketing perspective that may support consumer online activity and increase consumer loyalty.		
35437	Search Engine Marketing	Credit Hours: 3	Prerequisite: 35323
	This course provides a full insight into the concept of Search Engine Optimization (SEO), including its advertisement method and the manner in which it integrates the process of market planning with marketing communication. In addition, this course embarks on a variety of topics including how search engines work, the search process for users, methods of improving a website's ranking on search engines, and how to develop an advertising campaign via search engines and thereby establish a measurement of success.		
35397	Field Training	Credit Hours: 3	Prerequisite: 90 credit hours
	This course offers students the opportunity of transforming their theoretical knowledge into practical application via an internship at an organization in the field of Electronic -Marketing. This course ensures that students develop their technical as well as their professional skills.		
35449	Graduation Project	Credit Hours: 3	Prerequisite: 35397
	This course requires that students submit an undergraduate dissertation which typically includes the selection of a suitable title, research problem, hypotheses, objectives, in addition to an adequate selection of a population and sample for the purpose of the study, also include writing up a research proposal, developing proposed solutions to the problem, designing a questionnaire, producing analytical results and findings, in addition to presenting conclusions and recommendations in accordance with the integrated research methodology.		