



## Study Plan for Master's Degree in E- Marketing & Social Media for year 2024/2025 (Comprehensive Exam)

The Master's Degree Program in E- Marketing & social media awarded at Princess Sumaya University for Technology after the successful completion of 33 Credit Hours distributed as follows: -

### Program Requirements (33 CHs)

#### 1. Compulsory Requirements (24 CHs)

Course Number	Course Title	Credit Hours	Prerequisite	Concurrent
33774	Research Methodology	3		
35701	Advanced Marketing Management	3		
35702	Advanced Brand Management	3		
35703	Omnichannel Retailing	3		
35711	Digital Marketing Strategy	3		
35712	Digital Marketing Communication	3		
35713	e-service marketing	3		
35721	Social Media Marketing	3		
35798	Comprehensive Exam	0		

#### 2. Elective Requirements (9 CHs)

Course Number	Course Title	Credit Hours	Prerequisite	Concurrent
35704	Marketing Ethics	3		
35714	Digital Advertising	3		
35715	e-Customer Relationship Management	3		
35716	Digital Consumer Behavior	3		
35717	Search Engines Marketing	3		
35718	Modern E-marketing Topics	3		
35719	The Digital Customer Experience	3		
35722	Digital and Social Media Analytics	3		