



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

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 (24 CHs)**

**1. Compulsory Requirements (18 CHs)**

| Course Number | Course Title                    | Credit Hours | Prerequisite | Concurrent |
|---------------|---------------------------------|--------------|--------------|------------|
| 33774         | Research Methodology            | 3            |              |            |
| 35701         | Advanced Marketing Management   | 3            |              |            |
| 35702         | Advanced Brand Management       | 3            |              |            |
| 35711         | Digital Marketing Strategy      | 3            |              |            |
| 35712         | Digital Marketing Communication | 3            |              |            |
| 35721         | Social Media Marketing          | 3            |              |            |

**2. Elective Requirements (6 CHs)**

| Course Number | Course Title                       | Credit Hours | Prerequisite | Concurrent |
|---------------|------------------------------------|--------------|--------------|------------|
| 35703         | Omnichannel Retailing              | 3            |              |            |
| 35704         | Marketing Ethics                   | 3            |              |            |
| 35713         | e-service marketing                | 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            |              |            |

**3. Thesis Requirements (9 CHs)**

| Course Number | Course Title | Credit Hours | Prerequisite | Concurrent |
|---------------|--------------|--------------|--------------|------------|
| 35799         | Thesis       | 9            |              |            |