Study Plan for Bachelor's Degree in Electronic Marketing and Social Media for year 2024/2025

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		
36120	Introduction to AI in Business Applications	3	36110	
34101	Principles of Accounting (1)	3		
35101	Principles of Marketing	3		
36110	Business Information Technology (BIT)	3		
33102	Leadership and Digital Transformation	3		

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	
35107	Social Marketing and Sustainable Development	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	
35427	Website analytics and optimization	3	35103	
35437	Marketing through search Engines	3	35336	
35449	Graduation Project	3	Finish 99 Credit Hours	
36232	E-Business for Business Students	3	36101	

2. Elective Requirements (15 CHs)

Course Number	Course Title	Credit Hours	Prerequisite	Concurrent
33103	Microeconomics			
33204	Macroeconomics	3	33103	
33309	Business Ethics and Social Responsibility	3	Finish 60 Credit Hours	
33432	Purchasing and Inventory Management	3	33101	
33423	Business Law	3	Finish 99 Credit Hours	
34102	Principles of Accounting (2)	3	34101	
34216	Financial Management	3	33101, 34101	
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	
35435	Special Topics in E-Marketing	3	35323	
36336	Enterprise Resource Planning (ERP) Systems		36110	
33424	Sustainable Development Management	3	33101	