

Bachelor of Business Administration in Digital Marketing Communications  
Study Plan

Total Credit Hours 120

Semester I (FALL)

Code	Title	Credit	Prerequisite(s)
ARL 100 (A)	Communication Skills in Arabic I	3	No Prerequisite
ENG 100	English I	3	No Prerequisite
ISL 100 (A)	Islamic Culture	3	No Prerequisite
MTG100	College Mathematics	3	No Prerequisite
UNS 102	University Study Skills	1	No Prerequisite
ITE 100	Introduction to Information Technology Applications	3	No Prerequisite

5 Courses for a total of 15 credit hours

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Semester III (FALL)

Code	Title	Credit	Prerequisite(s)
ENG 300	Technical Communications for Business and Humanities	3	ENG 200
ACC 200	Principles of Financial Accounting	3	ENG 200+ ITE100+(MTG100 or MTT101 or MTT102)
ECO 201	Principles of Microeconomics	3	ENG 200+( MTG100 or MTT101 or MTT102)
MGT 255	Management and Organizational Behavior	3	PSY201+ENG 200
MIS 200	Intro. to Management Information Systems	3	ITE 100 + ENG 200

5 Courses for a total of 15 credit hours

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Semester V (FALL)

Code	Title	Credit	Prerequisite(s)
BUS 301	Business Law	3	ENG 300
MGT 308	Operations Management	3	MGT200 + MIS200+ corequisiteBUS200/204
MKT 301	Consumer Behavior	3	MKT 200 +ENG 300
CRT 301	Critical Thinking	2	UNS102 + ENG200
SOC 201	UAE and GCC Society	3	UNS 102 + ENG 100

5 Courses for a total of 15 credit hours

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STUDENTS WILL BE EXPECTED TO EITHER COMPLETE A THREE (3) CREDITS INTERNSHIP COURSE (MKT399-I) DURING THEIR SENIOR YEAR OF STUDY OR TAKE A PROJECT COURSE (MKT399-P) DURING THEIR LAST SEMESTER. THREE (3) CREDITS ARE AWARDED FOR MKT399 I/P.

Semester VII (FALL)

Code	Title	Credit	Prerequisite(s)
MKT 402	E-Marketing and Social Media	3	MKT 200+ MIS 200
MGT 402	International Business Management	3	MGT 200+ ECO 202
MKT 399	Internship/Project in Marketing	3	Consent of Dept.
Major ELECT-1	Major Elective	3	-
ELECT-1	Free Electives	3	-

5 Courses for a total of 15 credit hours

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Highlighted COBA courses will be offered in both Fall & Spring Semesters

Semester II (SPRING)

Code	Title	Credit	Prerequisite(s)
ENG 200	English II	3	ENG100 (C grade)+UNS 102
NSC 201	Natural Sciences	3	No Prerequisite
PSY 201	General Psychology	3	UNS 102 + ENG 100
BUS102	Introduction to Business	3	ENG100 + UNS102 (Co)
STT100	General Statistics	3	No Prerequisite

5 Courses for a total of 15 credit hours

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Semester IV (SPRING)

Code	Title	Credit	Prerequisite(s)
ACC 201	Principles of Managerial Accounting	3	ACC 200
ECO 202	Principles of Macroeconomics	3	ENG 200+( MTG100 or MTT101 or MTT102)
FIN 200	Principles of Finance	3	ACC 200
MKT 200	Principles of Marketing	3	ENG 200
BUS 204	Business Research Methods	3	STT100

5 Courses for a total of 15 credit hours

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Semester VI (SPRING)

Code	Title	Credit	Prerequisite(s)
PHI 300	Professional Ethics	3	ENG 200
BUS 306	Applied Management Science	3	STT100+ ECO201 + MGT200
MKT 305	Marketing Research	3	MKT 200 + BUS 204
MKT 314	Communication Strategy in Advertising	3	MKT 200
MKT 414	E-Business	3	Junior Level

5 Courses for a total of 15 credit hours

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Semester VIII (SPRING)

Code	Title	Credit	Prerequisite(s)
MGT 406	Strategic Management	3	Last Semester only
MKT 415	Advanced E-Business Application Design	3	MKT414
ELECT-2	Free Electives	3	-
ELECT-3	Free Electives	3	-
ELECT-4	Free Electives	3	-

5 Courses for a total of 15 credit hours

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