

Bachelors of Business Administration in Digital Marketing Communications

Total Credit Hours: 120

Semester I (Fall)

Code	Title	Credit	Prerequisite(s)
ARL101	Communication Skills in Arabic	3	No Prerequisite
ITD 100	Introduction to Information and Digital Technology	3	No Prerequisite
ENG200	English II	3	IELTS average score of 6 or EMSAT average score of 1400 or passing grade in ENG102 +USS001(Co-req if placed in ENG200)
MTB101	Mathematics for Business	3	MTG100 with minimum C grade or Placement in MTB101 as per the MPT
STT100	General Statistics	3	No Prerequisite

5 Courses for a total of 15 credit hours 15

Semester III (Fall)

Code	Title	Credit	Prerequisite(s)
ACC200	Principles of Financial Accounting	3	ENG200 + ITD100 + (MTB101 or MTT101 or MTT102)
BUS204	Business Research Methods	3	STT100 + BUS 102
ECO201	Principles of Microeconomics	3	ENG 200 + (MTB101 /MTT101/MTT102)
MGT255	Management and Org. Behavior	3	ENG200
MIS200	Introduction to Management Information Systems	3	ITD100

5 Courses for a total of 15 credit hours 15

Semester V (Fall)

Code	Title	Credit	Prerequisite(s)
MKT301	Consumer Behavior	3	MKT200 +FWS305 co-req
MKT307	Services Marketing	3	MKT 200
FWS310	Fundamentals of Innovation & Entrepreneurship	3	ENG200 + 60CH
MGT308	Operations Management	3	BUS204
M.ELECT-1	Major Elective	3	-

5 Courses for a total of 15 credit hours 15

Semester VII (Fall)

Code	Title	Credit	Prerequisite(s)
MKT399-I*	Internship in Marketing	3	Consent of Department
ITE414	Introduction to E-Commerce	3	Junior Level
MKT408	Applied Digital Marketing	3	MKT 308
F.ELECT-1	Free Elective	3	-
MGT402	International Business Management	3	MGT255 +ECO 202

5 Courses for a total of 15 credit hours 15

Semester II (Spring)

Code	Title	Credit	Prerequisite(s)
BUS102	Introduction to Business	3	No Prerequisite
FWS205	UAE and GCC Society	3	ENG102+USS001 or co-req USS001 if in ENG200
FWS 212	Artificial Intelligence for Business	3	STT100 + ITD 100
ISL100	Islamic Culture	3	No Prerequisite
FWS211	Fundamentals of Emotional Intelligence	3	ENG102+USS001 or co-req USS001 if in ENG200

5 Courses for a total of 15 credit hours 15

Semester IV (Spring)

Code	Title	Credit	Prerequisite(s)
ACC201	Principles of Managerial Accounting	3	ACC 200 + BUS102
ECO202	Principles of Macroeconomics	3	ENG200 + (MTB101/ /MTT101/MTT102) + BUS102
FIN200	Principles of Finance	3	ACC200
FWS305	Tech. Communications for Workplace	3	ENG200 + 45CH
MKT200	Principles of Marketing	3	ENG200

5 Courses for a total of 15 credit hours 15

Semester VI (Spring)

Code	Title	Credit	Prerequisite(s)
BUS301	Business Law	3	FWS305
BUS306	Applied Management Science	3	STT100+ ECO201+ MGT255
MKT304	Marketing Communication	3	MKT301
MKT305	Marketing Research	3	MKT 200 + BUS 204
MKT308	Social Media Marketing	3	MKT 200 + MIS 200

5 Courses for a total of 15 credit hours 15

Semester VIII (Spring)

Code	Title	Credit	Prerequisite(s)
MKT409	Digital Marketing Analytics	3	MKT 308
ITE 415	Advanced E-Commerce Concepts and Technologies	3	ITE 414
MGT406	Strategic Management	3	Last Semester only
M.ELECT-2	Major Elective	3	-
F.ELECT-2	Free Elective	3	-

5 Courses for a total of 15 credit hours 15

***Note:**

- Completion of three (3) Major Requirement Courses plus ninety (90) credit hours to be eligible for Internship course (MKT 399-I).
- The internship course normally starts during year 4 for a total of 16 weeks before student's graduation.