

Bachelor of Business in Digital Marketing

2023-2024

جامعة
عبدالله السالم
Abdullah Al Salem
University

1) General Program Presentation

Graduating with a Bachelor of Business in Digital Marketing necessitates the successful completion of a total of 120 credit hours (CH). These credit hours are distributed across different requirements, encompassing courses that are essential as well as those that can be chosen based on stream preference. The table below shows how 120 credit hours are distributed across requirements:

Table 1: DMK credit hours distribution.

General Education Requirements	36 Credits
College Requirements	33 Credits
Program Requirements	42 Credits (9 Electives)
Total Credits Hours	120 Credits

2) General Education (36 Credits)

Students here are required to complete 36 credit hours distributed over five sections as follows:

Communication (9 Credits)

Table 2: General education communication courses.

Course Code	Course Title	Credit hours	Contact hours	Pre-requisite	Co-requisite
ENL101	English for Academic Studies	(3 credits)	3		ICT 095*
ENL102	English Composition	(3 credits)	3	ENL101	
ENL201	Writing and Research	(3 credits)	3	ENL102	

*Preparatory Program; ICT 095 Information Technology Basics.

Innovation and Creativity (6 Credits)

Table 3: Innovation and Creativity Ethics compulsory course.

Course Code	Course Title	Credit hours	Contact hours	Pre-requisite	Co-requisite
GEN150	Professionalism and Ethics	(3 credits)	3		

Table 4: General education innovation and creativity elective courses (students should select one course from the following list).

Course Code	Course Title	Credit hours	Contact hours	Pre-requisite	Co-requisite
GEN131	Creativity and Problem Solving	(3 credits)	3		
ENI110	Intro. to Innovation and Creativity	(3 credits)	3		
ENI140	Design Thinking	(3 credits)	3		
ENI150	Innovation in Business Models	(3 credits)	3		
ENI160	Innovation and Globalization	(3 credits)	3		

Global Citizen (6 Credits)

Table 5: General education global citizen compulsory course.

Course Code	Course Title	Credit hours	Contact hours	Pre-requisite	Co-requisite
INF120	Computers and Information Systems	(3 credits)	3	ICT095	

Table 6: General education global citizen elective courses (students should select one course from the following list).

Course Code	Course Title	Credit hours	Contact hours	Pre-requisite	Co-requisite
GEN201	Globalization and Sustainability	(3 credits)	3		
GEN202	Global Citizenship in the Digital Age	(3 credits)	3		
BUS201	Global Economics and Trade	(3 credits)	3		

Art and Humanities (9 Credits)

Table 7: General education art and humanities compulsory course.

Course Code	Course Title	Credit hours	Contact hours	Pre-requisite	Co-requisite
HST 101	Islamic Culture and Values	(3 credits)	3		

Table 8: General education art and humanities elective course group I (students should select one course from the following list).

Course Code	Course Title	Credit hours	Contact hours	Pre-requisite	Co-requisite
HST102	Kuwait History	(3 credits)	3		
ARB101	Arabic Communication skills	(3 credits)	3		
ART101	Art Appreciation	(3 credits)	3		
ART102	Intro. to Media and Communication	(3 credits)	3		

Table 9: General education art and humanities elective course group II (students should select one course from the following list).

Course Code	Course Title	Credit hours	Contact hours	Pre-requisite	Co-requisite
PHL101	Introduction to Philosophy	(3 credits)	3		
PLS254	Law and Society	(3 credits)	3		
PSY100	Introduction to Psychology	(3 credits)	3		
BUS300	Career Planning	(3 credits)	3		

Math and Science (6 Credits)

Table 10: General education math and science courses (6 credits).

Course Code	Course Title	Credit hours	Contact hours	Pre-requisite	Co-requisite
MAT100	Business Math	3 Credits	3		
MAT210	Intro. to Probability & Statistics	3 Credits	3	MAT100	

3) College Requirements (33 Credits)

▪ Business requirements (33 Credits)

Table 11: Business courses

Course Code	Course Title	Credit hours	Contact hours	Pre-requisite	Co-requisite
BUS100	Introduction to Business Administration	3 Credits	3		
ACC101	Managerial Accounting	3 Credits	3	MAT100	
FIN102	Principle of Finance	3 Credits	3	MAT100	
MRK103	Principle of Marketing	3 Credits	3	BUS100	
BUS200	Business Statistics	3 Credits	3	MAT210	
BUS220	Business Economics	3 Credits	3	MAT210	
MIS300	Management Information Systems	3 Credits	3	INF120	
MGT310	Organization Behaviour	3 Credits	3	BUS100	
MGT340	Operations Management	3 Credits	3	MAT100 BUS100	
BUS345	Business Law and Ethics	3 Credits	3	BUS100	
MGT420	Innovation Management and Strategy	3 Credits	3	MIS300 MGT340	

4) Program Requirements (51 Credits):

▪ Program Requirements (42 Credits)

Table 12: Program courses.

Course Code	Course Title	Credit hours	Contact hours	Pre-requisite	Co-requisite
DMK210	Digital Marketing Fundamentals	3 Credits	3	MRK103	
DMK220	International Marketing Management	3 Credits	3	MRK103	
DMK225	Market Planning and Research	3 Credits	3	MRK103	
DMK230	Content Marketing	3 Credits	3	DMK210	
DMK310	Social Media Marketing	3 Credits	3	DMK210	
DMK315	E-commerce Marketing	3 Credits	3	DMK210	
DMK325	Digital Marketing Strategy	3 Credits	3	DMK225	
DMK330	Customer Relations and Consumer Behavior	3 Credits	3	DMK220	MGT340
DMK400	Internship in Marketing	3 Credits	3	DMK230	

				DMK310
DMK420	Mobile Applications Marketing	3 Credits	3	DMK210 DMK315
DMK440	Social Media and Web Analytics	3 Credits	3	MIS300 DMK310 DMK315
DMK460	Digital Advertising Campaign Management	3 Credits	3	DMK310 DMK315
DMK475	Legal and Ethical Issues in Digital Marketing	3 Credits	3	BUS345 DMK310 DMK315
DMK490	Capstone Design	3 Credits	3	Program Approval

- **Program Electives (9 Credits)**

Table 13: Program elective courses.

Course Code	Course Title	Credit hours	Contact hours	Pre-requisite	Co-requisite
DMK340	Influencer Marketing	3 Credits	3	DMK230	
DMK320	Emerging Trends in Digital Marketing	3 Credits	3	DMK225	
DMK435	Designing Brand Identity: Methods and Digital Tools	3 Credits	3	DMK325	
DMK445	Advanced Social Media Advertising	3 Credits	3	DMK310	
DMK450	Web Design and Development	3 Credits	3	MIS300	DMK440
DMK465	Services Marketing Strategy	3 Credits	3	DMK225	
DMK470	Advanced Web Analytics Tools	3 Credits	3	DMK440	
DMK480	Internship	3 Credits	3	Program Approval	
DMK495	Special Topics in Entrepreneurship and Innovation	3 Credits	3	Program Approval	

- Students can take up to three credits of technical electives from another program or institution.