

# B.S. in Marketing and Digital Media Applied to the intake Fall 2025/2026

Total Credit Hours: 128

## PREPARATORY YEAR

FIRST SEMESTER - Pre-Beginner			SECOND SEMESTER - Beginner			THIRD SEMESTER - Intermediate			FOURTH SEMESTER - Advanced		
Course Number	Course Title	Contact Hours	Course Number	Course Title	Contact Hours	Course Number	Course Title	Contact Hours	Course Number	Course Title	Contact Hours
PRPE 0002	Pre-Beginner Enhanced Learning	2	PRPE 0021	Beginner Enhanced Learning	2	PRPI 0041	Intermediate Enhanced Learning	2	PRPA 0061	Advanced Enhanced Learning	2
						PRPC 0041	Intermediate Communication Skills	10	PRPC 0061	Advanced Communication Skills	10
PRPC 0002	Pre-Beginner Communication Skills	10	PRPC 0021	Beginner Communication Skills	10	PRPW 0041	Intermediate Writing Skills	10	PRPW 0061	Advanced Writing Skills	10
						PRPL 0011	Theories & Applications of Learning I (Study Skills I)	2	PRPL 0012	Theories & Applications of Learning II (study Skills II)	2
PRPW 0002	Pre-Beginner Writing Skills	10	PRPW 0021	Beginner Writing Skills	10	PRPM 0011	Introductory Algebra	5	PRPM 0012	Intermediate Algebra	5
<b>Total Contact Hours</b>		<b>22</b>	<b>Total Contact Hours</b>		<b>22</b>	<b>Total Contact Hours</b>		<b>29</b>	<b>Total Contact Hours</b>		<b>29</b>

## FRESHMAN YEAR

FIRST SEMESTER				SECOND SEMESTER			
Course Number	Course Title	Credit Hours	Pre-requisite	Course Number	Course Title	Credit Hours	Pre-requisite
ALIS 1211	Introduction to Islamic Culture	2	PRPC/PRPW/PREE 0061 or its equivalent	ALIS 1212	The Social System in Islam	2	ALIS 1211
COMM 1311	Written Communications	3	PRPC/PRPW/PREE 0061 or its equivalent	COMM 1312	Writing & Research	3	COMM 1311
UNIV 1211	Professional Development	2	PRPC/PRPW/PREE 0061 or its equivalent	UNIV 1212	Critical Thinking	2	UNIV 1211
ECON 1312	Introduction to Microeconomics	3	PRPC/PRPW/PREE 0061 or its equivalent	PHED 1111	Active Living Lifestyle	1	PRPC/PRPW/PREE 0061 or its equivalent
MATH 1311	Finite Math for Business	3	PRPM 0012	MATH 1312	Calculus for Business	3	MATH 1311
	<i>Social Science Elective</i>	3	See from the list		<i>Natural Science Elective</i>	4	See from the list
<b>Total Credit Hours</b>		<b>16</b>		<b>Total Credit Hours</b>		<b>15</b>	

## SOPHOMORE YEAR

FIRST SEMESTER				SECOND SEMESTER			
Course Number	Course Title	Credit Hours	Pre-requisite	Course Number	Course Title	Credit Hours	Pre-requisite
ALIS 2211	Linguistic Communication Skills	2	ALIS 1212	ALIS 2212	The Biography of Prophet Mohammad	2	ALIS 2211
ACCT 2311	Fundamentals of Financial Accounting	3	PRPM 0012	ACCT 2321	Managerial Accounting	3	ACCT 2311
ASSE 2111	Learning Outcome Assessment I	1	<i>Sophomore Standing</i>	BUSI 2311	Principles of Management	3	COMM 1311 UNIV 1212
COMM 2311	Oral Communications	3	COMM 1312	COMM 2312	Technical Communications	3	COMM 2311
UNIV 1213	Leadership & Teamwork	2	UNIV 1212	ECON 1311	Introduction to Macroeconomics	3	PRPC/PRPW/PREE 0061 or its equivalent
MISY 2311	Introduction to Management Information Systems	3	PRPC/PRPW/PREE 0061 or its equivalent	MATH 1313	Statistical Methods	3	PRPM 0012
PHED 1112	Healthy Behaviors and Management	1	PHED 1111				
<b>Total Credit Hours</b>		<b>15</b>		<b>Total Credit Hours</b>		<b>17</b>	

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JUNIOR YEAR							
FIRST SEMESTER				SECOND SEMESTER			
Course Number	Course Title	Credit Hours	Pre-requisite	Course Number	Course Title	Credit Hours	Pre-requisite
ASSE 3211	Learning Outcome Assessment II	2	ASSE 2111 & Junior Standing	MKDM 3324	Consumer Behavior	3	MKDM 3313
BUSI 3311	Legal Environment of Business	3	ECON 1311	MKDM 3334	Digital and Social Media	3	MKDM 3313
MISY 3313	Business Analytics	3	BUSI 2311 MISY 2311 MATH 1313	MKDM 3344	Brand Management	3	MKDM 3313
MKDM 3313	Marketing Principles	3	BUSI 2311	MKDM 3354	Market Research	3	MATH 1313 MKDM 3313
BUSI 3322	Operations & Supply Chain Management	3	MATH 1313 BUSI 2311	BUSI 4311	E-Commerce	3	MKDM 3313 MISY 3313
FINA 3311	Financial Management Principles	3	ACCT 2321				
Total Credit Hours		17		Total Credit Hours		15	


SUMMER OF JUNIOR YEAR				
Course Number	Course Title	Credit Hours		Pre-requisite
BUSI 4351	Internship	3	8 weeks (320 hours) full time	Minimum of 90 earned credit hours

SENIOR YEAR							
FIRST SEMESTER				SECOND SEMESTER			
Course Number	Course Title	Credit Hours	Pre-requisite	Course Number	Course Title	Credit Hours	Pre-requisite
BUSI 4361	Entrepreneurship & Innovation	3	MKDM 3313 BUSI 3322 FINA 3311	ASSE 4311	Learning Outcome Assessment III	3	ASSE 3211 & Senior Standing
MKDM 3364	Public Relations	3	MKDM 3313	BUSI 4362	Strategy and Competitiveness	3	MKDM 3313 FINA 3311 BUSI 3322
MKDM 4314	Advertising Management	3	MKDM 3313	MKDM 4342	Advertising Design	3	MKDM 3334 MKDM 4314
MKDM 4335	Media Strategy & Metrics	3	MKDM 3334 MKDM 3354	MKDM 4390	The IMC Campaign	3	MKDM 4335
BUSI XXXX	BUSI Elective	3	See from the list	MKDM XXXX	Marketing Elective	3	See from the list
Total Credit Hours		15		Total Credit Hours		15	
MARKETING AND DIGITAL MEDIA TOTAL DEGREE CREDIT HOURS = 128							

<b>Social Science Electives (1 course = 3 credit hours)</b>			
<b>Course Number</b>	<b>Course Title</b>	<b>Credit Hours</b>	<b>Pre-Requisites</b>
FREN 1311	Introduction to French Language	3	None
FURS 1311	Introduction to Futures Skills	3	None
FUTR 1311	Introduction to Futures Studies	3	None
GEGR 1311	World Regional Geography	3	None
HIST 1311	World Civilizations	3	None
PSYC 1311	Introduction to Psychology	3	None
SERV 1311	Introduction to Service Learning and Volunteering	3	None
SPAN 1311	Introduction to Spanish Language	3	None
SUST 1311	Introduction to Sustainability	3	None
SYST 1311	Introduction to Systems Thinking	3	None
BSTW 1311	Behavioral Sciences in 3D World	3	None
DANT 1311	Digital Anthropology	3	None

<b>Natural Science Electives (1 course = 4 credit hours)</b>			
<b>Course Number</b>	<b>Course Title</b>	<b>Credit Hours</b>	<b>Pre-Requisites</b>
PHYS 1411	Introductory Physics	4	PRPM 0011
CHEM 1411	Introductory Chemistry	4	PRPM 0011
BIOL 1411	Introductory Biology	4	PRPM 0011
GEOL 1411	Introductory to Physical Geology	4	PRPM 0011

<b>Marketing Electives (1 course = 3 credit hours)</b>			
<b>Course Number</b>	<b>Course Title</b>	<b>Credit Hours</b>	<b>Pre-Requisites</b>
MKDM 4371	Advertising Developing Technologies	3	MKDM 3313
MKDM 4375	Artificial Intelligence in Marketing	3	MKDM 3313
MKDM 4389	Neuromarketing and Metaverse	3	MKDM 3313

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Business Electives (1 course = 3 credit hours)			
Course Number	Course Title	Credit Hours	Pre-Requisites
BUSI 3331	Business Negotiations and Conflict Management	3	COMM 2311
BUSI 4321	Global Management	3	BUSI 3322
BUSI 4341	Enterprise Resource Planning	3	BUSI 2311, MISY 2311
BUSI 3381	Business Digital Transformation	3	BUSI 2311, MISY 2311
BUSI 3351	ESG, Sustainability & Ethical Management	3	BUSI 2311
BUSI 4343	Project Management	3	BUSI 3322
BUSI 4371	Quality and Business Process Optimization	3	BUSI 2311
BUSI 4381	Franchise & Retail Chain Management	3	BUSI 2311
BUSI 3312	Organizational Behavior	3	BUSI 2311

All prerequisite courses must have been successfully completed before the course that requires the prerequisite can be taken. Courses in which a grade of D or F was received do not satisfy prerequisite requirements.

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