

Bachelor of Business in
Digital Marketing
2023-2024
Major Sheet

جامعة
عبدالله السالم
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University

1. General Program Presentation

Graduating with a Bachelor of Business in Digital Marketing (DMK) 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.

Requirements	Credit hours (CH)
General Education Requirements	36
College Requirements	33
Program Requirements	51 (Including 9 CH electives)
Total Credit Hours	120

2. General Education (36 Credits)

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

2.1. Communication (9 Credits)

Table 2.1: Compulsory courses.

Course Code	Course Title	Credit hours	Contact hours	Pre-requisite	Co-requisite
ENL101	English for Academic Studies	3	3	IEP099 or Equivalent	DPS095*
ENL102	English Composition	3	3	ENL101 DPS095	
ENL201	Writing and Research	3	3	ENL102	

*Preparatory Program; Digital and Professional Skills (DPS095).

2.2. Innovation and Creativity (6 Credits)

Table 2.2.1: Compulsory course.

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

Table 2.2.2: 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	3		
BUS101	Entrepreneurship Essentials	3	3		
ENI110	Intro. to Innovation and Creativity	3	3		

ENI140	Design Thinking	3	3
ENI150	Innovation in Business Models	3	3
ENI160	Innovation and Globalization	3	3

2.3. Global Citizen (6 Credits)

Table 2.3.1: Compulsory course.

Course Code	Course Title	Credit hours	Contact hours	Pre-requisite	Co-requisite
INF120	Computers and Information Systems	3	3	DPS095	

Table 2.3.2: 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	3		
GEN202	Global Citizenship in the Digital Age	3	3		
BUS201	Global Economics and Trade	3	3		

2.4. Art and Humanities (9 Credits)

Table 2.4.1: Compulsory course.

Course Code	Course Title	Credit hours	Contact hours	Pre-requisite	Co-requisite
HST101	Islamic Culture and Values	3	3		

Table 2.4.2: Elective courses, 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	3		
ARB101	Arabic Communication Skills	3	3		
ART101	Art Appreciation	3	3		
ART102	Intro. to Media and Communication	3	3		

Table 2.4.3: Elective courses, 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	3		
LAW101	Law and Society	3	3		
PSY101	Introduction to Psychology	3	3		
SOC101	Introduction to Sociology	3	3		

BUS300	Career Planning	3	3		
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2.5. Math and Science (6 Credits)

Table 2.5: Compulsory courses.

Course Code	Course Title	Credit hours	Contact hours	Pre-requisite	Co-requisite
MAT100	Business Math	3	3	IMP099 or Equivalent	
MAT210	Intro. to Probability & Statistics	3	3	MAT100	

3. College Requirements (33 Credits)

Table 3: Compulsory courses.

Course Code	Course Title	Credit hours	Contact hours	Pre-requisite	Co-requisite
BUS100	Introduction to Business Administration	3	3	IEP099 or Equivalent	
ACC101	Principles of Accounting	3	3	MAT100	
FIN102	Principle of Finance	3	3	MAT100	
MRK103	Principle of Marketing	3	3	BUS100	
BUS200	Business Statistics	3	3	MAT210	
BUS220	Business Economics	3	3	MAT210	
MIS300	Management Information Systems	3	3	INF120	
MGT310	Organization Behaviour	3	3	BUS100	
MGT340	Operations Management	3	3	MAT100	
BUS345	Business Law and Ethics	3	3	BUS100	
MGT101	Principles of Management	3	3	BUS100	

4. Program Requirements (51 Credits)

Table 4.1: Compulsory courses (42 Credits).

Course Code	Course Title	Credit hours	Contact hours	Pre-requisite	Co-requisite
DMK210	Digital Marketing Fundamentals	3	3	MRK103	
DMK220	International Marketing Management	3	3	MRK103	
DMK225	Market Planning and Research	3	3	MRK103	
DMK230	Content Marketing	3	3	DMK210	
DMK310	Social Media Marketing	3	3	DMK210	
DMK315	E-commerce Marketing	3	3	DMK210	

DMK325	Digital Marketing Strategy	3	3	DMK210 DMK225
DMK330	Customer Relations and Consumer Behavior	3	3	MRK103
DMK400	Internship in Marketing	3	3	DMK230 DMK310
DMK420	Mobile Applications Marketing	3	3	DMK210 DMK315
DMK440	Social Media and Web Analytics	3	3	MIS300 DMK310 DMK315
DMK460	Digital Advertising Campaign Management	3	3	DMK310 DMK325
DMK475	Legal and Ethical Issues in Digital Marketing	3	3	GEN150 DMK310 DMK315
DMK490	Capstone Design	3	3	Pass 96 CH

Table 4.2: Elective courses, students should select three courses (9 Credits) from the following list.

Course Code	Course Title	Credit hours	Contact hours	Pre-requisite	Co-requisite
DMK340	Influencer Marketing	3	3	DMK230	
DMK320	Emerging Trends in Digital Marketing	3	3	DMK210 DMK325	
DMK435	Designing Brand Identity: Methods and Digital Tools	3	3	DMK210	
DMK445	Advanced Social Media Advertising	3	3	DMK310	
DMK450	Web Design and Development	3	3	MIS300 DMK440	
DMK465	Services Marketing Strategy	3	3	MRK103	
DMK470	Advanced Web Analytics Tools	3	3	DMK440	
DMK480	Internship	3	3	Program Approval	
DMK495	Special Topics in Digital Marketing	3	3	Program Approval	

- **Students may take up to 3 credits of program electives from another college at the 300 level or above to replace one of their program electives, provided they obtain the approval of both the program and the college.**