

Complete Study Plan for Digital Marketing & Data Analytics Department

- **Faculty Code)** 01 :Faculty of Business Intelligence(
- **Department & Major Code)** 14 :Department of Digital Marketing & Data Analytics(
- **Total Graduation Credits** 120 :Credit Hours (40 Courses)
- **Credit Distribution** 27 :Cr. Faculty Requirements + 63 Cr. Major Compulsory Requirements + 30 Cr. Major Electives (Student selects 10 courses out of 12 offered courses totaling 36 Cr.).

1. Unified Faculty Requirements (27 Credit Hours / 9 Compulsory Courses)

Course Code	Course Name	Responsible Department	Credit Hours
0111101	Principles of Smart Management & Business	Business Administration (11)	3
0112101	Principles of Micro & Macro Digital Economics	Banking & Digital Economics (12)	3
0113101	Fundamentals of Business Intelligence & MIS	MIS & Business Intelligence (13)	3
0114101	Principles of Digital Marketing & Consumer Behavior	Digital Marketing & Analytics (14)	3
0115101	Leadership & Corporate Communication Skills	Human Resource Management (15)	3
0117101	Principles of Accounting & Financial Analysis	Forensic Accounting & Auditing (17)	3
0119101	Applied Statistics & Decision Modeling	FinTech & Risk Management (19)	3
0120101	Innovation & Design Thinking in Business	Innovation & Entrepreneurship (20)	3
0111102	Business Ethics & Digital Regulations	Business Administration (11)	3

2. Major Compulsory Requirements (63 Credit Hours / 21 Courses)

Course Code	Course Name	Offering Department	Credit Hours
0114201	Digital Marketing Strategies & Campaign Planning	Digital Marketing & Analytics (14)	3
0114202	Search Engine Marketing & Optimization (SEO & SEM)	Digital Marketing & Analytics (14)	3

Course Code	Course Name	Offering Department	Credit Hours
0114203	Social Media Marketing Management	Digital Marketing & Analytics (14)	3
0114204	Content Marketing & Digital Storytelling	Digital Marketing & Analytics (14)	3
0114205	Scientific Research Methods & Market Research Analysis	Digital Marketing & Analytics (14)	3
0111202	Strategic Management & Competitive Planning	Business Administration (11)	3
0113204	Marketing Data Mining & Pattern Recognition	MIS & Business Intelligence (13)	3
0113302	Marketing KPI Dashboards & Data Visualization	MIS & Business Intelligence (13)	3
0117201	Managerial Accounting & Activity-Based Costing	Forensic Accounting & Auditing (17)	3
0119201	Advanced Statistical Modeling for Marketing Data	FinTech & Risk Management (19)	3
0114301	Web Analytics & User Experience (UX/UI)	Digital Marketing & Analytics (14)	3
0114302	Smart Customer Relationship Management (CRM Automation)	Digital Marketing & Analytics (14)	3
0114303	Data-Driven Marketing & Artificial Intelligence	Digital Marketing & Analytics (14)	3
0114304	E-Commerce Strategies & Online Retailing Platforms	Digital Marketing & Analytics (14)	3
0118301	E-Commerce Logistics & Digital Order Fulfillment	Smart Supply Chain & Logistics (18)	3
0112301	Behavioral Economics & Digital Pricing Models	Banking & Digital Economics (12)	3
0115301	Managing Marketing Teams & Creative Talent	Human Resource Management (15)	3
0114401	Digital Brand Management & Online Reputation	Digital Marketing & Analytics (14)	3
0114402	Programmatic Advertising & Media Buying	Digital Marketing & Analytics (14)	3
0114403	Applied Field Training in Digital Marketing	Digital Marketing & Analytics (14)	3
0114404	Applied Graduation Project in Digital Marketing	Digital Marketing & Analytics (14)	3

3. Major Elective Requirements (30 Credit Hours / Select 10 Courses out of 12 Offered)

Course Code	Course Name	Offering Department	Credit Hours
0114451	Influencer Marketing & Viral Strategies	Digital Marketing & Analytics (14)	3
0114452	Mobile Marketing & App Growth Strategies	Digital Marketing & Analytics (14)	3
0114453	International Marketing & Cross-Border Strategies	Digital Marketing & Analytics (14)	3
0114454	Green Marketing & Consumer Sustainability	Digital Marketing & Analytics (14)	3
0111451	Crisis Management & Strategic Brand Communication	Business Administration (11)	3
0113453	Sentiment Analysis & Social Media NLP	MIS & Business Intelligence (13)	3
0116451	Real Estate Digital Marketing & Promotion	Real Estate & Investment (16)	3
0117451	Advertising Campaign Auditing & Digital Ad Fraud Prevention	Forensic Accounting & Auditing (17)	3
0119451	Customer Loyalty Modeling & Churn Prediction	FinTech & Risk Management (19)	3
0120451	Marketing Entrepreneurship & Growth Hacking	Innovation & Entrepreneurship (20)	3
0112451	Platform Economics & Collaborative Marketing	Banking & Digital Economics (12)	3
0118451	Product Management & Distribution in Virtual Markets	Smart Supply Chain & Logistics (18)	3