

**«Marketing and Digital Communications (4 Years/240 ECTS, B.B.A.)» E-Learning**

**TABLE 2: COURSE DISTRIBUTION PER SEMESTER**

A/A	Course Type	Course Name	Course Code	Periods per week	Period duration	Number of weeks/ Academic semester	Total periods/ Academic semester	Number of ECTS
<b>1<sup>st</sup> Semester</b>								
1.	Compulsory	Introduction to Marketing	MRD100	N/A	N/A	14	N/A	6
2.	Compulsory	Social Media and Marketing Communications	MRD110	N/A	N/A	14	N/A	6
3.	Compulsory	Introduction to Business	BUD100	N/A	N/A	14	N/A	6
4.	Compulsory	Writing for Business Studies	EBD220	N/A	N/A	14	N/A	6
5.	Compulsory	Business Statistics	AED105	N/A	N/A	14	N/A	6
<b>2<sup>nd</sup> Semester</b>								
6.	Compulsory	Business Communication in English	EBD230	N/A	N/A	14	N/A	6
7.	Compulsory	Principles of Management	MGD100	N/A	N/A	14	N/A	6
8.	Compulsory	Principles of Microeconomics	AED100	N/A	N/A	14	N/A	6
9.	Compulsory	Advertising and Sales Promotion	MRD130	N/A	N/A	14	N/A	6
10.	Compulsory	Humanities and Social Sciences Elective	---	N/A	N/A	14	N/A	6
<b>3<sup>rd</sup> Semester</b>								
11.	Compulsory	Numerical Methods and Applications in Business	BUD210	N/A	N/A	14	N/A	6

12.	Compulsory	Introduction to Financial Accounting	AED110	N/A	N/A	14	N/A	6
13.	Compulsory	Public Speaking and Human Communication	COD215	N/A	N/A	14	N/A	6
14.	Compulsory	Humanities and Social Sciences Elective	---	N/A	N/A	14	N/A	6
15.	Compulsory	Consumer Behavior	MRD230	N/A	N/A	14	N/A	6
<b>4<sup>th</sup> Semester</b>								
16.	Compulsory	Computer Applications for Business	BUD230	N/A	N/A	14	N/A	6
17.	Compulsory	Marketing Research	MRD200	N/A	N/A	14	N/A	6
18.	Compulsory	Emerging Issues in International Marketing	MRD220	N/A	N/A	14	N/A	6
19.	Compulsory	Introduction to Managerial Accounting	AED125	N/A	N/A	14	N/A	6
20.	Compulsory	Professional Selling	MRD225	N/A	N/A	14	N/A	6
<b>5<sup>th</sup> Semester</b>								
21.	Compulsory	Principles of Macroeconomics	AED115	N/A	N/A	14	N/A	6
22.	Compulsory	Essentials of Financial Analysis	AED135	N/A	N/A	14	N/A	6
23.	Compulsory	Direct Marketing	MRD330	N/A	N/A	14	N/A	6
24.	Compulsory	Organizational Behavior	MGD150	N/A	N/A	14	N/A	6
25.	Compulsory	Free Elective	---	N/A	N/A	14	N/A	6
<b>6<sup>th</sup> Semester</b>								
26.	Compulsory	Innovation and Entrepreneurship	BUD220	N/A	N/A	14	N/A	6
27.	Compulsory	Public Relations Management & Practice	MRD360	N/A	N/A	14	N/A	6

28.	Compulsory	Corporate Business Law I	AED320	N/A	N/A	14	N/A	6
29.	Compulsory	Digital Marketing	MRD335	N/A	N/A	14	N/A	6
30.	Elective	Free Elective	---	N/A	N/A	14	N/A	6
<b>7<sup>th</sup> Semester</b>								
31.	Compulsory	Integrated Marketing Communications Strategy	MRD450	N/A	N/A	14	N/A	6
32.	Elective	Major Field of Studies Elective	---	N/A	N/A	14	N/A	6
33.	Compulsory	Strategic Management	BUD400	N/A	N/A	14	N/A	6
34.	Compulsory	Undergraduate Thesis	BUD405	N/A	N/A	14	N/A	12
<b>8<sup>th</sup> Semester</b>								
35.	Compulsory	Digital Communications Strategy	MRD410	N/A	N/A	14	N/A	6
36.	Compulsory	Customer Engagement	MRD415	N/A	N/A	14	N/A	6
37.	Compulsory	Simulation in Digital Marketing	MRD420	N/A	N/A	14	N/A	6
38.	Elective	Major Field of Studies Elective	---	N/A	N/A	14	N/A	6
39.	Elective	Free Elective	---	N/A	N/A	14	N/A	6

<b>Major Electives</b>								
<b>Students must choose two (2) electives from the below:</b>								
MRD350	The Art of Persuasion							6
MRD355	Brand Management							6
MRD435	Contemporary Advertising Practice							6
MRD440	Marketing of Services							6