



QF05/0503-3.0 E	Academic Advising Plan for Students - Student Academic Advising Procedures / Faculty of Business
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Academic Advising Plan for Students

Department	Digital Marketing	Academic Semester/ Academic Year	2022/2023
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Before starting the advising process, the plan should be put by the assigned faculty member or the department chair according to the curricula and academic schedule to be available for the advising faculty member.

(The advisor should delete the filled classes (closed sessions, maximum 40 students in the classroom, and maximum 20 students in the laboratory/workshop) from the curricula according to the daily statistics to avoid student registration in this session during the advising period).

- Remedial courses do not count towards the study plan for the student and they are supposed to be taken by the student during his/her first two semesters in the university.
- As for the practical courses such as laboratories, etc., the credit hours are specified in the same column.

First semester/ First year (0-32 credit hours)				Available Sessions	
No	Course Number	Course Name	Pre-requisite	Days	(Session/Time)
1	504110	Principles of Marketing			
2	0501110	Principles of Management (1)			
3	0502110	Principles of Accounting (1)			
4	-----	University Requirement			
5	----	University Requirement			

Second semester/ First year (0-32 credit hours)				Available Sessions	
No	Course Number	Course Name	Pre-requisite	Days	(Session/Time)
1	0508121	Marketing Management	Principles of Marketing		
2	0508112	Principles of Digital Marketing			



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		University Requirement			
3	0503152	Micro-Economics			
4	0503146	Business Mathematics			
5	0506100	Introduction to Management Information System			

First semester/ Second year (33-64 credit hours)				Available Sessions	
No	Course Number	Course Name	Pre-requisite	Days	(Session/Time)
1	508214	Distribution Management	Principles of Marketing		
2	508242	Industrial Marketing	Marketing Management		
3	0508115	Marketing Communication	Principles of Marketing		
4	0503152	Micro economics	----		
5	0620231	Principles of Commercial Laws	----		

Second semester/ Second year (33-64 credit hours)				Available Sessions	
No	Course Number	Course Name	Pre-requisite	Days	(Session/Time)
1	0508333	Advertising technology	Principles of Digital Marketing		
2	508243	Marketing of Banking	Service Marketing		
3	0520151	Business Mathematics			
4		University Requirement			
5		University Requirement			



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First semester/ Third year (65-98 credit hours)				Available Sessions	
No	Course Number	Course Name	Pre-requisite	Days	(Session/Time)
1	508322	Marketing Research	Marketing Management		
2	508312	Consumer Behavior	Principles of Marketing		
3	-----	University Requirement			
4	----	University Requirement			
5	----	Major Supporting Course			

Second semester/ Third year (65-98 credit hours)				Available Sessions	
No	Course Number	Course Name	Pre-requisite	Days	(Session/Time)
1	0508438	Mobile Marketing	Principles of Digital Marketing		
2	508351	Computer Applications in Marketing	Introduction to MIS		
3	508334	Customer Relationship Management	Marketing Management		
4	508325	International Marketing	Principles of Marketing		
5	-----	University Requirement	----		
6	-----	University supporting Requirement	-----		

First semester/ Fourth year (99-132 credit hours)				Available Sessions	
No	Course Number	Course Name	Pre-requisite	Days	(Session/Time)
1	0508431	Digital Marketing (E)	Principles of Digital Marketing		



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2	0508423	Marketing Strategies	Marketing Management		
3	0508341	Social Marketing	Marketing Management		
4	0508437	Designing and Managing Marketing Content (E)	Principles of Digital Marketing		
5	0508435	Social Media Marketing (E)	Marketing Management		

Second semester/ Fourth year (99-132 credit hours)				Available Sessions	
No	Course Number	Course Name	Pre-requisite	Days	(Session/Time)
1	508446	Field Training	Completion of 90 credit hours		
2	504447	Graduation Project in Marketing	Completion of 90 credit hours		
	-----	Major Supporting Course			

Plan prepared by (signature)		Date	
Department head approval		Date	