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**College of Administrative and Financial Sciences**

**STUDY PLAN PROJECT**

**Master of Business Administration (MBA) (Digital Marketing)**

**Sep 2023**

**Introduction**

The CAF was the first college to start teaching after the issuing of the Honorable Royal Decree number 37409/B dated 10/09/1432 Hijra, ordaining the establishment of the Saudi Electronic University. In a first step towards realizing the vision and mission of the SEU, the CAF started by constituting the following academic departments: Department of Business Administration, Department of Finance, Department of Accountancy, Department of E-Commerce. The CAF opens wide doors for the future, since its fields of specialization are needed for projects and partnerships in any public or private sectors company and institutions. The college provides the knowledge-base needed for study, investments and movement of capital in line with the appropriate scientific methods. Before planning and consulting construction companies, investors turn to business experts, graduate of business administration colleges, for viability studies. Studying in the administration and finance is in demand by many students, due to the interest and satisfaction they find in studying something they like and find relevant to innovation in areas which others would not see as useful or not even possible. This is why many individuals enjoy the challenge of starting from simple projects to create legendary success building companies recognized internationally, by pursuit of proper planning and sound bases offered by administration studies.

**The Importance and Reasons for Creating the Program**

This specialized program has been designed to prepare the young graduates to adapt with the digital transformation of the domestic and international businesses. SEU developed this MBA in response to the rapid growth of e-commerce, social media, and online engagement. It is the first of its kind in the region and one of only a handful of advanced degrees in digital marketing in the world. Moreover, it is the first MBA-level program in the region to be accredited by the Digital Marketing Institute (DMI). Keeping Saudi Vision 2030 in mind, this program includes many futuristic courses to address the future needs of Saudi digital economy. This program uniquely blends business, leadership, and digital marketing skills to prepare students for today’s fast-paced global economy.

**Program Objectives**

1. Toofferacademicprogramsofhighdistinctioncapableofproducingexcellentleaning outcomes effective in developing and innovating high level products and services.
2. Tocontributetoachievingqualityanddistinctionandcreatingacultureofcreativityin the art and science of management.
3. To offer to students quality skills and knowledge products through utilization of up-to- date learning training methods.
4. To offer and develop administrative abilities and professional leadership in learners, enabling them to play a leading role in the public and private sectors.
5. To apply quality assurance standards recognized locally and internationally.
6. To graduate administrators and business leaders who can satisfy the need of local, regional and international job market standards.
7. To develop in learners the skills of creative thinking though synthesis and analysis and to reinforce the value of team work and the ability of reaching collective decision.

**Duration of Study in the Program**

The (MBA) (Digital Marketing) program contains 12 courses, 3 credit hours for each course spread over 4 semesters.

**Program Learning Outcomes**

* Demonstrate a knowledge of management theories and skills to organizational challenges in a global context.
* Apply knowledge of leadership theory to marketing strategies, both traditional and digital challenges, to increase organizational effectiveness.
* Demonstrate the application of effective communication and research skills.
* Apply core marketing strategies, both traditional and digital, and communication theories and skills, to support management decision-making.
* Create unified, holistic digital marketing campaigns based on the integration of theory, management, and digital marketing techniques.
* Select appropriate ethical behaviors and best practices for strategic planning,design and organizational sustainability.
* Design an organizational culture that values digital marketing innovation and uses strategies, new approaches, and emerging technologies to drive economic performance.

# Career Opportunities for Graduates of the Program

This specialized program in Business Administration Qualifies graduates that are capable of operating in various managerial positions including but not limited to:

* General Manager
* Marketing Analyst & AI specialist
* Digital Marketing Manager
* Content Marketing Manager & Strategist
* Social Media Manager
* Advertising Manager
* Public Relations Manager
* SEO/SEM Manager & Specialist

**Vision**

Lead the utilization of technology in education to contribute to national development.

# Mission

It is simple and twofold:

1. We are committed to educating and developing leaders who can create maximum value for the stakeholders and society through the enterprises' digital transformation.
2. We are equally committed to producing digital entrepreneurs who can help achieve the futuristic vision of a digital-cum-knowledge economy.

# Program Study Plan

The (MBA) (Digital Marketing) program contains 12 courses, 3 credit hours for each course spread over 4 semesters.The program is only offered in English.

# Program Structure by Requirement

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| --- | --- | --- | --- | --- |
| **#** | **Course Code** | **Course Title** | **Credit hours** | **Pre-requisites** |
| **1** | ECN500 | Global Economics | 3 | N/A |
| **2** | RES 500 | Academic Writing and Research Skills | 3 | N/A |
| **3** | FIN500 | Principles of Finance | 3 | N/A |
| **4** | MGT560 | Leadership Development | 3 | ECN500 & RES500 |
| **5** | MKT500 | Digital Marketing Management | 3 | ECN500 & RES500 |
| **6** | MGT510 | Strategy Planning | 3 | ECN500 & RES500 |
| **7** | MKT560 | Online Marketing and Social Media Channels | 3 | MKT500 |
| **8** | MKT600 | Brand Management in a Digital World | 3 | MGT510 and MKT500 |
| **9** | MKT540 | Consumer behaviour and the Customer Journey | 3 | MKT500 |
| **10** | MKT610 | IMC Meets Digital Campaign Planning | 3 | MKT560 & MKT540 |
| **11** | MKT640 | Digital Marketing Analytics | 3 | MKT560 & MKT540 |
| **12** | MGT 675 | Research Project | 3 | Completion of 27 hours |
|  | Total | 36 |  |  |

**Program Structure by Levels**

### First Year

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| --- | --- | --- | --- | --- |
| **#** | **Course Code** | **Course Title** | **Credit Hours** | **Pre-Requisites** |
| **1** | ECN500 | Global Economics | 3 | N/A |
| **2** | RES 500 | Academic Writing and Research Skills | 3 | N/A |
| **3** | FIN500 | Principles of Finance | 3 | N/A |

### First Year

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **#** | **Course Code** | **Course Title** | **Credit Hours** | **Pre-Requisites** |
| **1** | MGT560 | Leadership Development | 3 | ECN500 & RES500 |
| **2** | MKT500 | Digital Marketing Management | 3 | ECN500 & RES500 |
| **3** | MGT510 | Strategy Planning | 3 | ECN500 & RES500 |

**Second Year**

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| --- | --- | --- | --- | --- |
| **#** | **Course Code** | **Course Title** | **Credit Hours** | **Pre-Requisites** |
| **1** | MKT560 | Online Marketing and Social Media Channels | 3 | MKT500 |
| **2** | MKT600 | Brand Management in a Digital World | 3 | MGT510 & MKT500 |
| **3** | MKT540 | Consumer behaviour and the Customer Journey | 3 | MKT500 |

**Second Year**

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| --- | --- | --- | --- | --- |
| **#** | **Course Code** | **Course Title** | **Credit Hours** | **Pre-Requisites** |
| **1** | MKT610 | IMC Meets Digital Campaign Planning | 3 | MKT560 & MKT540 |
| **2** | MKT640 | Digital Marketing Analytics | 3 | MKT560 & MKT540 |
| **3** | MGT 675 | Research Project | 3 | Completion of 27 hours |

# Program Courses Descriptions

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| --- | --- |
| Course Title | Global Economics |
| Course Code | ECN500 |
| Pre-requisite(s) | N/A |
| Credit hours | 3 |
| Contact hours | 4.5 |
| Course Description | Examine the theories of international trade and finance, and the influence and impact on management decisions and corporate agreements. Develop an understanding of international monetary issues, and the social, cultural, and governmental effects on the global business. |

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| --- | --- |
| Course Title | Academic Writing and Research Skills |
| Course Code | RES 500 |
| Pre-requisite(s) | N/A |
| Credit hours | 3 |
| Contact hours | 4.5 |
| Course Description | This course will provide the students with the basics of academic writing and a broad introduction to the methodological foundations and tools to make research. The course covers the basics of academic writing for graduate level students and introduces the language of research, ethical principles and challenges, and the elements of the research process within quantitative, qualitative, and mixed methods approaches. This course is designed to provide students with the necessary skills and knowledge to determine the information necessary to address an identified research problem (basic or applied) and, using this understanding, develop and use an actionable research proposal. They will develop critical core competencies and skills required to carry out such an enquiry. These competencies and skills include defining research questions; Setting appropriate research objectives; Study design that incorporates research objectives and budgetary constraints; Secondary and primary data collection and instruments; Sampling and analysis methods; And effective reporting of results; As well as the importance of ethical conduct in conducting research in both a domestic and in international business contexts. |

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| Course Title | Principles of Finance |
| Course Code | FIN500 |
| Pre-requisite(s) | RES500 & ECN500 |
| Credit hours | 3 |
| Contact hours | 4.5 |
| Course Description | Understand the principles and theories of finance to analyze statements and fiscal information for effective decision-making in today's competitive environment. Emphasis is on developing skills in critical thinking and applying financial concepts and principles |

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| Course Title | Leadership Development |
| Course Code | MGT560 |
| Pre-requisite(s) | RES500 & ECN500 |
| Credit hours | 3 |
| Contact hours | 4.5 |
| Course Description | The course material includes an introduction to leadership, covering such topics as the definition and meaning of leadership, processes involved in leadership, contemporary issues in leadership, and theories and approaches to leadership. The latter include the Traits, Skills, and Style approaches to leadership as well as situational and contingency methods and such leadership theories as Path-Goal, Leader-Member Exchange (LMX), Charismatic, Transformational, and Team leadership. Each of these will be addressed from multiple perspectives. Students explore the leadership with a focus on how managers can leverage an understanding of leadership for organizational success. Useful topics such as facilitation, negotiation, teamwork, communication, presentation, interpersonal, and conflict management skills are covered in terms of various leadership theories. The difference between leadership and management will be underscored in organizational terms as well as personal leadership skills. Students will also address topics of gender and culture in leadership including the role that gender and culture play in leadership style and organizational effectiveness. Multiple cultures will be compared in relationship to leadership styles and approaches. Along with the case of gender, the case for diversity in the work place is supported by a cost savings argument of reduced costs associated with less turnover, and absenteeism, the fact that a diverse workforce attracts and maintains the most talented workers, and that business growth is fostered through diversity. Learners will examine ethical issues in leadership. Fairness, trust, and ethical behavior will be explored in addition to multiple perspectives on ethical leadership. Finally, students are introduced to graduatelevel, academic writing, providing a foundation for effective and responsible research and writing. These skills will be necessary for completion of Critical Thinking Assignments not only in this course but also throughout Saudi Electronic University study and programs. |

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| Course Title | Digital Marketing Management |
| Course Code | MKT500 |
| Pre-requisite(s) | N/A |
| Credit hours | 3 |
| Contact hours | 4.5 |
| Course Description | This course will expose students to the fundamentals of marketing, to include product development, pricing, promotions, placement, brand management, the customer experience, and integrated marketing communications. Students will learn how basic marketing concepts have been adapted for the online world, showing how the fundamentals apply to digital marketing. |

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| Course Title | Strategy Planning |
| Course Code | MGT510 |
| Pre-requisite(s) | MGT560 |
| Credit hours | 3 |
| Contact hours | 4.5 |
| Course Description | This course is an exploration of the essentials of business, innovation and market strategies that drive organizations. Primary focus is on setting strategy and goals for an organization with consideration of internal resources, innovation focus, market opportunities, and return on investment. |

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| --- | --- |
| Course Title | Online Marketing and Social Media Channels |
| Course Code | MKT 560 |
| Pre-requisite(s) | N/A |
| Credit hours | 3 |
| Contact hours | 4.5 |
| Course Description | This is a fast-paced course that covers the tools and tactics that are used to build brand awareness, capture leads, and increase sales. Students will learn how to create and manage content for online advertising, search engine marketing and paid search, email marketing, social media, mobile marketing, and website development and optimization. |

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| Course Title | Brand Management in the Digital World |
| Course Code | MKT 600 |
| Pre-requisite(s) | N/A |
| Credit hours | 3 |
| Contact hours | 4.5 |
| Course Description | Branding is at the heart of successful products, services, and organizations. Students will examine the concept of branding, learn what contributes to brand value, and develop insights into how to manage a brand and the marketing techniques that can build brand equity. Students then will learn how to manage a brand in the digital world, focusing on the key attributes of brand awareness, brand loyalty, brand recognition, and brand reputation. |

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| Course Title | Consumer Behavior and the Customer Journey |
| Course Code | MKT 540 |
| Pre-requisite(s) | N/A |
| Credit hours | 3 |
| Contact hours | 4.5 |
| Course Description | This course provides students with a foundational knowledge of how customers think, feel, assess, decide, purchase, and consume. The course will walk the students through pre-purchase motivations and post-purchase activities, providing conceptual frameworks for analysis. Students also will learn how to identify, create, and analyze the customer journey from a digital marketing perspective, to include the use of SEO, social media campaigns, engagement, the sales funnel, and customer segmentation. |

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| Course Title | IMC Meets Digital Campaign Planning |
| Course Code | MKT 610 |
| Pre-requisite(s) | N/A |
| Credit hours | 3 |
| Contact hours | 4.5 |
| Course Description | This course starts by examining Integrated Marketing Communications (IMC)—a strategic approach that balances advertising, public relations, and marketing communications—and its core components of customer identification and valuation, message delivery, ROI, budgeting, and outcomes. The course then requires students to apply an IMC framework to digital marketing, as students develop a digital marketing campaign that integrates strategy and goals; content development and social media marketing; email; and mobile marketing, as well as advertising and public relations. |

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| Course Title | Digital Marketing Analytics |
| Course Code | MKT 640 |
| Pre-requisite(s) | N/A |
| Credit hours | 3 |
| Contact hours | 4.5 |
| Course Description | The course will conduct a deep dive into website analytics and social media metrics, focusing on how to gather and analyze data to assess the efficacy of online marketing in achieving an organization’s overall goals. The course will expose students to various tools for measuring digital marketing, such as Google Analytics.  Students will learn how to create visual presentations of big data that communicate results effectively. |

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| Course Title | Research Project |
| Course Code | MGT675 |
| Pre-requisite(s) | Completion of 27 hours |
| Credit hours | 3 |
| Contact hours | 4.5 |
| Course Description | The course is required to be undertaken in the form of a research program in which the candidates will pursue rigorous applied research on a self-selected topic or problem under the guidance of a faculty member. Essentially, the project needs to be practical, relevant, and address a problem of great interest to practitioners (corporate), local or global economy while simultaneously contributing to the body of academic literature. Therefore, while the project helps to integrate prior MBA courses, and develop students’ research skills, it challenges students to critically reflect, develop, implement, and analyze the business research methods appropriate to any business setting using a sound scientific approach. |