

 <b>University of Technology Bahrain</b>	Doc. No.	QR-AAD-018
	Issue No.	01
	Revision No.	00
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<b>MASTER OF SCIENCE IN DIGITAL MARKETING</b>		Page 1 of 4

**MASTER OF SCIENCE IN DIGITAL MARKETING  
CURRICULUM PLAN SY2023-2024**

**FIRST TRIMESTER**

Course Code	Course Title	Units
MKT911	Digital Customer Experience	3
MKT912	Social Media and Content Marketing	3
MKT913	Multi – Platform Marketing Communications	3
MKT914	Digital Marketing Strategy	3
<b>Total Units</b>		<b>12</b>

**SECOND TRIMESTER**

Course Code	Course Title	Units
MKT921	Consumer Psychology and Research	3
MKT922	Digital Marketing Analytics	3
MKT923	Digital Marketing and Innovation	3
RES911	Research Methods for Business	3
<b>Total Units</b>		<b>12</b>

**THIRD TRIMESTER**

Course Code	Course Title	Units
MKTE931	Elective 1	3
MKTE932	Elective 2	3
<b>Total Units</b>		<b>6</b>

**FOURTH TRIMESTER**

Course Code	Course Title	Units
MKT999	Thesis Writing	6
<b>Total Units</b>		<b>6</b>

**TOTAL UNITS: 36**

**Note: MKT999 Thesis Writing Course will require a minimum of two trimesters to complete.**

**Elective Courses: (Students are expected to choose any 2 courses from the Electives offered)**

Course Code	Course Title	Units
MKT931	Advertising Management	3
MKT932	Managing Big Data	3
MKT933	Consumer Behavior	3
MKT934	Brand Creation and Management	3
MKT935	Innovation and Entrepreneurship	3
MKT936	Ethical and Sustainable Business Practice	3

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**MASTER OF SCIENCE IN DIGITAL MARKETING  
CURRICULUM PLAN EFFECTIVE 2023-2024**

**COURSE DESCRIPTION**

Course Code	Course Title	Lec Hrs.	Lab Hrs	Units
MKT911	Digital Customer Experience	3	0	3

This course introduces digital marketing and approaches such opportunities and challenges from a multidisciplinary perspective, involving marketing, psychology, and human-computer interaction. It deals with the study of customer journeys which are characterized by increased use of a range digital technologies, across multiple media. It also attempts to refocuses marketer's attention to the digitalization as the emphasis is on the role of digital components in transforming the customer experience.

Course Code	Course Title	Lec Hrs.	Lab Hrs	Units
MKT912	Social Media and Content Marketing	3	0	3

This course focuses on the creation of optimized content for social media and content marketing. This includes engaging audiences and incentivizing conversion, taking into account paid or organic search strategies. Students are expected to demonstrate awareness of the ethical implications of social media marketing.

Course Code	Course Title	Lec Hrs.	Lab Hrs	Units
MKT913	Multi-Platform Marketing Communications	3	0	3

This course focuses on the latest marketing communication practices, known as integrated marketing communications (IMC), featuring an overview of the major media, including broadcast, print, outdoor, point of purchase, direct mail, Internet, telemarketing, public relations, and promotion. The emphasis is on how to analyze and create an IMC program by using the latest value-based IMC concepts and measuring "return on communications investment."

Course Code	Course Title	Lec Hrs.	Lab Hrs	Units
MKT914	Digital Marketing Strategy	3	0	3

The course investigates the strategic approach of digital marketing within the business environment. It builds on the understanding of digital marketing context, differences in consumers behaviors and examines how digital marketing analysis, strategies and plans can be developed and implemented in a digital business. The course is focused on innovative changes in communication and engagement with customers in a digital environment and how it affects the development of the digital marketing presence, plan, and strategy. A computer-based simulation will be used to aid the development of relevant skills and knowledge

Course Code	Course Title	Lec Hrs.	Lab Hrs	Units
MKT921	Consumer Psychology and Research	3	0	3

The course draws on psychology, sociology, and economics. Students will be exploring the theoretical underpinnings of consumer behavior and apply these learnings, especially in the context of greater consumer choice, the changing face of technology, media, shopping channels, and globalization. Students will also learn the fundamentals of primary and secondary research to aid better understanding of consumers and the market and apply this to marketing communications decision – making.

Course Code	Course Title	Lec Hrs.	Lab Hrs	Units
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MKT922	Digital Marketing Analytics	3	0	3
This course is designed to prepare you for understanding e-Commerce and design user-centered websites and understanding audience behavior and engagement through web analytics. It introduces agile production methodologies, search marketing, authoring/design tools, optimization (including mobile marketing) and testing. Students will be exposed on the use web analytics to understand the audience, acquisition, behavior, and conversions to optimize content for a website through web analytics.				
Course Code	Course Title	Lec Hrs.	Lab Hrs	Units
MKT923	Digital Marketing and Innovation	3	0	3
This course introduces the contemporary digital marketing environment. A range of innovative and disruptive approaches to digital marketing communications are considered in the contemporary business environment in a sustainable business context. Students are expected to be engaged with material actively as a community of practice through classroom and online engagement, considering strategic, tactical, and ethical perspectives and applying these to a range of contexts.				
Course Code	Course Title	Lec Hrs.	Lab Hrs	Units
RES911	Research Methods for Business	3	0	3
This course equips students with the skills to develop and undertake a research dissertation. It provides the theoretical and practical preparation for business research The course covers the necessary skills and requirements for a literature review, qualitative and quantitative methods, and a research proposal in addition to the pragmatics of ethics and project management. Peer review, skill development workshops and practice exercises are the key learning strategies				
Course Code	Course Title	Lec Hrs.	Lab Hrs	Units
MKT931	Advertisement Management	3	0	3
The course offers a balance of both academic and practical learning, giving you the opportunity to put your knowledge into practice within genuine business situations. You'll explore the latest developments in marketing management, both in theory and in practice, making sure you graduate with up-to-date knowledge that will make an impact on employers. The course allows students to gain specialist knowledge in marketing management and communications, with a focus on advertising and branding.				
Course Code	Course Title	Lec Hrs.	Lab Hrs	Units
MKT932	Managing Big Data	3	0	3
This course emphasizes the coordination, management, and usage of data utilizing contemporary computer database management systems and is designed for students with experience in statistical analysis, experimental design, and fundamental systems design. This course develops the pragmatics of managing data together with information retrieval and analysis by stressing the dependable, scalable, distributed, and efficient handling of data of any size.				
Course Code	Course Title	Lec Hrs.	Lab Hrs	Units
MKT933	Consumer Behavior	3	0	3
The course introduces the fundamental concepts, principles and theories of consumer behavior and relates them to the practice of marketing. Drawing on both psychological and sociological viewpoints, this course				

covers individual factors, such as motivation and needs, perception, learning, personality and lifestyle attitudes and external socio-cultural factors such as family, social groups and group processes, social class, culture, and subculture in the context of consumption. This prepares students for making informed decisions about how to manage and respond to the needs and wants of consumers including economics.

Course Code	Course Title	Lec Hrs.	Lab Hrs	Units
MKT934	Brand Creation and Management	3	0	3

Marketers have started to utilize branding to improve how well customers understand their products by forging many associations in the customers' minds between the brand and the product, which they then use as a factor in their decision-making. Therefore, the development and management of brands as valuable assets in providing value to customers are the main topics of this course. In order for students to make and assess branding decisions in the future, it gives a complete understanding of models of brand development and management and contains real-world branding examples.

Course Code	Course Title	Lec Hrs.	Lab Hrs	Units
MKT935	Innovation and Entrepreneurship	3	0	3

This course explores the entrepreneurial process through which new ideas become the basis for viable enterprises. This course lays the foundation for sustainability-led innovation and its relation to Bahrain vision 2030 and delves into the process of innovation commencing from sources of innovation, finding resources, developing, and growing the venture. The course provides a combination of theoretical and hands-on learning through case studies from leading companies around the globe.

Course Code	Course Title	Lec Hrs.	Lab Hrs	Units
MKT936	Ethical and Sustainable Business Practice	3	0	3

The effects of business activities are under growing scrutiny from a variety of stakeholders in a connected global corporate world. Managers are under more and more pressure to strike a balance between immediate and long-term needs for sustainability in the economy, society, and environment. Business professionals who complete this course will have the necessary skills to manage and lead organizations more sustainably and ethically. The course attempts to include ethical leadership, stakeholder management, professional ethics, and corporate social and environmental responsibility.

Course Code	Course Title	Lec Hrs	Lab Hrs	Units
MKT999	Thesis Writing	6	0	6

The thesis writing is the culmination of the Masters' programme. Much of the learning on the course takes place as students need to complete a thesis / dissertation or negotiate either a project (consultancy project or creative project) addressing a defined business problem. All the options provided above require students to review the literature and to design and carry out primary research to gain insights into the problem prior to defining and developing the solution. This flexible approach to assessment is intended to provide a range of options, reflecting students' diverse strengths and educational backgrounds.