

 University of Technology Bahrain	Doc. No.	QR-AAD-01
	Revision No.	01
	Date of Effectivity	01-09-23
College: College of Administrative and Financial Sciences		
MSDM Programme Specifications AY2024-2025		Page 1 of 8

1. Teaching Institution	University of Technology Bahrain
2. University Department	College of Administrative and Financial Sciences
3. Programme Title	Master of Science in Digital Marketing
4. Title of Final Award	Master of Science in Digital Marketing
5. Mode of Attendance	Actual classroom learning-interactive
6. National Qualification Framework Level and Credit	NQF Level 9 126 NQF Credits (42 ACS Credits)
7. Accreditation	None
8. Other external influences	Local External Influence / Reference Ministry of Education (MOE), Higher Education Council (HEC) Education and Training Quality Authority (BQA) International External Influence / Reference AACSB Specialized Master's Degree Programmes Chartered Institute of Marketing (CIM)
9. Date of effectivity	September 2024
10. Aims of the Programme	
The Master of Science in Digital Marketing equips students and professionals with the knowledge and practical skills of digital marketing essentials and to specialize in planning and applying digital marketing strategies and solutions, combining user-centred, creative, media and marketing communications with strategic marketing, analysis and management. Graduates of the programme three (3) to five (5) years after graduation shall be able to: 1. Practice effectively as marketing professionals by demonstrating competency in the field of digital marketing, and apply critical thinking, analysis, and problem-solving skills to develop, implement, and provide solutions for complex marketing problems; and 2. Promote high ethical standards and professionalism by evaluating the social and environmental implications of marketing decisions and understanding the relationship between business organizations and other societal institutions.	
11. Programme Intended Learning Outcomes	
Upon successful completion of the programme, the student will be able to: 1. Demonstrate advanced knowledge and understanding of the concepts of digital marketing needed by business and organizations. 2. Critically analyze business scenarios to provide solutions to marketing problems that help in efficient decision-making process. 3. Relate and adapt the concepts, models, functions, and tools of digital marketing in uncertain competition. 4. Exhibit the expertise required to perform independent or group research in the field of digital marketing by applying appropriate methodologies. 5. Initiate ethical strategic decisions in unpredictable and complex market situations.	
Teaching and Learning Methods	

 University of Technology Bahrain	Doc. No.	QR-AAD-01
	Revision No.	01
	Date of Effectivity	01-09-23
College: College of Administrative and Financial Sciences		
MSDM Programme Specifications AY2024-2025		Page 2 of 8

1. Constructive Method. Learners must be fully engaged and active in the process of constructing meaning and knowledge based on their prior knowledge and experiences through the process of doing, making, writing, designing, creating and solving. It allows teachers to implement differentiated learning, authentic assessment practices and incorporate technologies to improve individual learning experiences. It includes simulations, in-course projects, field trips, digital content, group discussions and reflections. This method strives to improve achievement by consciously developing learners' ability to consider ideas, analyze perspectives, solve problems and make decisions on their own thereby making them more responsible and independent.
2. Inquiry based Method. Learners develop cognitive skills like critical thinking and problem solving by working on questions, problems, or scenarios and formulate creative solutions. The teachers use either structured, guided, or open inquiry to facilitate learning. As a process, learners are involved in their learning by formulating questions, investigating, building their understanding, and creating meaning and new knowledge on a certain lesson. Typically, activities include laboratory sessions and research-based activities.
3. Collaborative Method. Learners are divided into small groups to learn something together and capitalize on one's other resources and skills, evaluating one another ideas, and monitoring one another's work. It allows students to actively interact by sharing experiences and take on different roles. Typically, students are provided with problems or projects that they work on together to search for understanding, meaning, or solutions and each group is expected to work together developing or formulating solutions and present the solution in class. The activities include think-pair-share, jigsaw, or round-robin which effectively engage students to complete the tasks.
4. Experiential learning method is the process of learning by doing. By engaging students to hands on experience which attempts to apply theories and knowledge learned in the classroom to real-world situations. This may include team challenges, simulations, company visits/fieldworks and other extracurricular activities. Experiential learning opportunities exist in a variety of course- and non-course-based forms and may include community service, service-learning, graduate research on the field of digital marketing, and culminating experiences such as writing a thesis on this field.

Assessment Methods

- Assessment is done independently for each course. A variety of assessment tools will be used to assess achievement of intended learning outcomes including but not limited to: exams, assignments, case analysis, presentations, projects and thesis.

 University of Technology Bahrain	Doc. No.	QR-AAD-01
	Revision No.	01
	Date of Effectivity	01-09-23
College: College of Administrative and Financial Sciences		
MSDM Programme Specifications AY2024-2025		Page 3 of 8

12. Programme Structure

MASTER OF SCIENCE IN DIGITAL MARKETING CURRICULUM PLAN AY2024-2025

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
Total Units		12

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
Total Units		12

THIRD TRIMESTER

Course Code	Course Title	Units
MKT931	Elective 1	3
MKT932	Elective 2	3
Total Units		6

FOURTH TRIMESTER

Course Code	Course Title	Units
MKT999	Thesis Writing	12
Total Units		12

TOTAL UNITS: 42

Note: The MKT999 Thesis Writing Course requires a minimum of two trimesters to complete.

Elective Courses: Students are required to select any two (2) courses from the list of electives offered.

Course Code	Course Title	Units
MKTXXX	Advertising Management	3
	Brand Creation and Management	3
	Consumer Behavior	3

 University of Technology Bahrain	Doc. No.	QR-AAD-01
	Revision No.	01
	Date of Effectivity	01-09-23
College: College of Administrative and Financial Sciences		
MSDM Programme Specifications AY2024-2025		Page 4 of 8

Course Code	Course Title	Units
	Managing Big Data	3
	Innovation and Entrepreneurship	3
	Ethical and Sustainable Business Practice	3

13. Awards and Credits

Degree/ Certificate Awarded	Master of Science in Digital Marketing
Total Units for Degree	42
Total Trimesters Completed	4 trimesters

14. Admission Criteria

Acceptance to the post graduate programmes as a new student depends on the following criteria:

- The applicant should have a bachelor's degree with a minimum CGPA of 2.75 out of 1.00 or 2.00 out of 4.00.
- All Applicants will be interviewed by a panel of two members. Only successful applicants in the interview will be considered for admission. The right to admission to an applicant is left to the judgment of the panel members in cases where the relevant subject matter has not been conclusively demonstrated by the applicant's academic transcript.
- Applicant who is not a graduate of a bachelor's degree not delivered in English, he/she may also present a minimum score of 496 (paper-based) and 169 (computer-based) in TOEFL or 5.5 in IELTS as an equivalent of OOPT.

For MSDM:

- An applicant who is a graduate of any bachelor's degree other than business with a CGPA of 2.75 out of 1.00 or 2.00 out of 4.00 or must have minimum work experience of one-year post-bachelor's degree in the specialized domain of the degree he is applying for.
- An applicant who has a bachelor's degree in business programme that was not delivered in English, he/she will take OOPT and should get a passing score of at least 65 to enroll in the programme.

Acceptance to the postgraduate programme as a transfer student depends on the following criteria:

- UTB requires as a matter of policy that a transfer postgraduate student is required to complete at least 50% of the required credit units/hours of a programme of residence at UTB.
- The maximum credit units/hours that are eligible for transfer credits should not exceed fifty percent (50%) of the required credits from the original degree from another university.
- Capstone (Thesis) course is not eligible for credit transfer; the transfer student must take this course during his/her residency at UTB.

15. CGPA Requirement for Graduation

The required CGPA for an postgraduate student to be eligible for graduation is 3.0 out of 4.

16. Career Pathways

Graduates of the Master's in Digital Marketing programme can pursue a career as digital marketing

 University of Technology Bahrain	Doc. No.	QR-AAD-01
	Revision No.	01
	Date of Effectivity	01-09-23
College: College of Administrative and Financial Sciences		
MSDM Programme Specifications AY2024-2025		Page 5 of 8

manager, SEO/SEM specialist, social media strategist, content marketing manager, e-commerce manager, brand manager, digital advertising specialist, or data-driven marketing analyst. Additionally, graduates can work as consultants, helping businesses grow their digital presence, or manage their own digital marketing agencies. The programme also provides a pathway for further academic qualifications such as a PhD or DBA in marketing, business, or related fields.

17. Curriculum Skills Map							
		Programme Learning Outcomes					
Course Code	Course Title	Core (C) Elective (E)	P1	P2	P3	P4	P5
CILO MAPPING TO PILO							
MKT911	Digital Customer Experience	C	✓	✓	✓	✓	✓
MKT912	Social Media and Content Marketing	C	✓	✓	✓	✓	✓
MKT913	Multi – Platform Marketing Communications	C	✓	✓	✓	✓	
MKT914	Digital Marketing Strategy	C	✓	✓	✓	✓	✓
MKT921	Consumer Psychology and Research	C	✓	✓	✓	✓	✓
MKT922	Digital Marketing Analytics	C	✓	✓	✓	✓	
MKT923	Digital Marketing and Innovation	C	✓	✓	✓	✓	✓
RES911	Research Method for Business	C	✓	✓	✓	✓	✓
MKT999	Thesis Writing	C	✓	✓	✓	✓	✓
ELECTIVES							
MKT931	Advertising Management	E	✓	✓	✓	✓	✓
MKT932	Managing Big Data	E	✓	✓	✓	✓	✓
MKT933	Consumer Behavior	E	✓	✓	✓	✓	✓
MKT934	Brand Creation and Management	E	✓	✓	✓	✓	✓
MKT935	Innovation and Entrepreneurship	E	✓	✓	✓	✓	✓

 University of Technology Bahrain	Doc. No.	QR-AAD-01
	Revision No.	01
	Date of Effectivity	01-09-23
College: College of Administrative and Financial Sciences		
MSDM Programme Specifications AY2024-2025		Page 6 of 8

MKT936	Ethical and Sustainable Business Practice	E	✓	✓	✓	✓	✓
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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				

	Doc. No.	QR-AAD-01
	Revision No.	01
	Date of Effectivity	01-09-23
College: College of Administrative and Financial Sciences		
MSDM Programme Specifications AY2024-2025		Page 7 of 8

consumers and the market and apply this to marketing communications decision – making.

Course Code	Course Title	Lec Hrs.	Lab Hrs	Units
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

 University of Technology Bahrain	Doc. No.	QR-AAD-01
	Revision No.	01
	Date of Effectivity	01-09-23
College: College of Administrative and Financial Sciences		
MSDM Programme Specifications AY2024-2025		Page 8 of 8

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	12	0	12

This course provides graduate students with the opportunity to undertake a substantial, independent research project that explores current trends, strategies, and innovations in the dynamic field of digital marketing within the broader context of the global business environment. Emphasizing the use of scientific research methodologies, the course fosters critical thinking, analytical depth, and scholarly inquiry. Students are expected to identify a research problem, conduct an in-depth literature review, design and implement a suitable research methodology, analyze data, and present their findings in a formal written thesis.

The course culminates in the submission and oral defense of the master's thesis, which serves as the capstone requirement for the Master of Science in Digital Marketing programme. The 12-credit allocation reflects the academic rigor, research depth, and independent learning required at NQF Level 9, in line with international standards for graduate-level thesis work.