



Hekma School of Business and Law
Minor in Digital Marketing

Year	Semester	Code	Name	Credits	Total in semester
YEAR 1	Fall	BBUS 1301	Introduction to Business	3	6
		BMKT 1301	Principles of Marketing Management	3	
	Spring		NONE	0	0
YEAR 2	Fall		NONE	0	0
	Spring	MKTG 2301	Advanced Marketing	3	3
YEAR 3	Fall	DMKT 3301	Introduction to Digital Marketing	3	3
	Spring	DMKT 3302	Social Media Marketing Campaigns	3	6
		DMKT 3303	Big Data for Business Intelligence	3	
YEAR 4	Fall		NONE	0	0
	Spring	DMKT 4306	Mobile Marketing	3	3

Credit Hours Distribution

Major requirement	21
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Total credit hours for graduation 21