



THE MARKETING PROGRAM

HANDBOOK

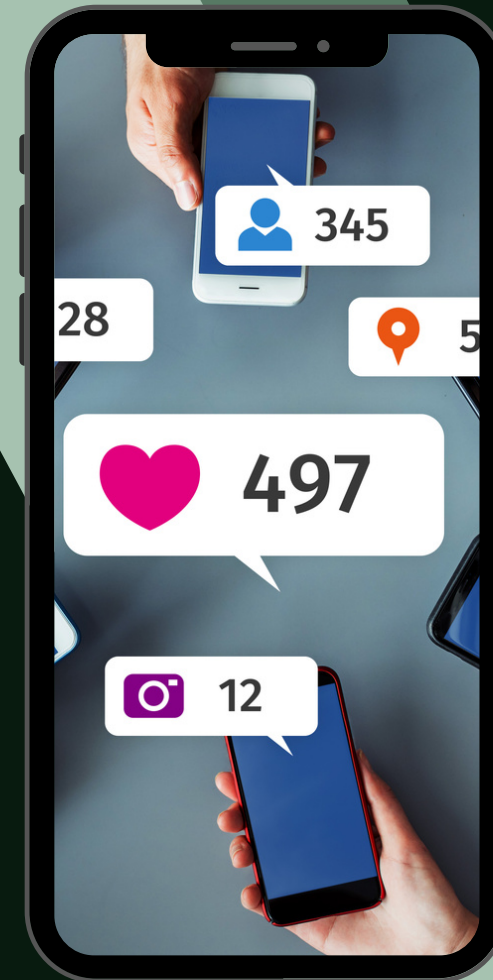


WELCOME MESSAGE FROM THE PROGRAM DIRECTOR

The Marketing Program is designed to provide students with a full set of fundamental skills and workplace competencies essential for success. Both theory and practice are combined through a series of foundation courses and concentration courses that focus not only on “what to do,” but also on “how to do it”, and a professional capstone experience that includes projects with real companies and internships. The Marketing Program keeps its students abreast and up to date with new trends in the field. The program offers also a track in digital marketing, taught by expert instructors with demonstrated effectiveness in their industries, bringing forth their diverse expertise to equip students with the essential knowledge, skills, and strategies that enable them to thrive in the workplace.

DIGITAL MARKETING TRACK:

Being one of the few Marketing programs in KSA that offers a Digital Marketing Track verified by the Digital Marketing Institute is an advantage we are happy to offer to our students. Graduates will be digitally equipped to succeed in today's e-business environment while capitalizing on their major in Marketing.





MISSION AND VISION

UNIVERSITY MISSION:

“Graduating Accomplished Women, Leaders and Entrepreneurs”.

HEKMA SCHOOL OF BUSINESS AND LAW MISSION:

“To graduate professionals equipped with concepts and skills of international standards in the area of business and law”.

MARKETING PROGRAM MISSION STATEMENT:

"To graduate leaders and entrepreneurs, equipped with the concepts and skills of international standards, to formulate, implement, and evaluate competitive marketing strategies".



WHY CHOOSE OUR PROGRAM?

The Marketing Program helps students build a solid foundation in the field of marketing and makes sure that they:

- Learn from a diverse faculty who offer a holistic and in-depth learning experience.
- Enhance their creativity, problem-solving, and decision-making skills in the marketing field.
- Participate in practical projects in collaboration with local and international businesses and build their CV.
- Benefit from a comprehensive internship program that ensures a better understanding of local and international business environments.
- Become Members in the Marketing Society (MARKS) at Dar Al-Hekma, where they can practice their marketing knowledge and skills in a fun and creative environment.



PROGRAM LEARNING OUTCOMES:

Knowledge and Understanding

K1	Explain concepts, principles and practices related to Business
K2	Identify the impact of marketing in business and society within the national and international environments.

Skills

S1	Demonstrate the ability to critically analyze, manage and make decisions to deal with the challenges and complexities of the national and global business environment
S2	Use techniques and methods of inquiry to collect and interpret data in order to provide information that would support strategic decisions

PROGRAM LEARNING OUTCOMES:

Skills	
S3	Demonstrate effective written and oral communication skills
S4	Apply the concepts of consumer behavior, branding, marketing communications, marketing research, digital marketing, and marketing strategy to formulate, implement, and evaluate competitive marketing strategies and plans.
Values	
V1	Demonstrate an understanding of professional, ethical, legal, security and social issues and responsibilities
V2	Work independently and/or as part of a team



PLAN OF STUDY:

Fall Enrollment - General Marketing

First two years

					Effective Semester Spring AY 2019-2020	
Year	Semester	Code	Name	Credits	Total in Semester	
YEAR ONE (1)	Fall	BBUS 1301	Introduction to Business	3	18	
		MATH 1301	College Algebra	3		
		BMKT 1301	Principles of Marketing Management	3		
		COMM 1301	Communication Skills I	3		
		ICTC 1301	Information and Communication Technology	3		
		ARAB XXXX	Arabic Studies	3		
	Spring	BACC 1301	Principles of Financial Accounting	3	17	
		BMGT 1301	Principles of Management	3		
		BECO 1201	Principles of Microeconomics	2		
		MATH 1303	Calculus	3		
		BBIS 1301	Business Information Systems	3		
		ISLS XXXX	Islamic Studies	3		
YEAR TWO (2)	Fall	BACC 2301	Principles of Managerial Accounting	3	17	
		BECO 2301	Principles of Macroeconomics	3		
		BMGT 2302	Human Resource Management	3		
		BSTA 2301	Statistics for Business	3		
		ARTS XXXX	Arts and Design	2		
		COMM 1302	Communication Skills II	3		
	Spring	BBUS 2302	Quantitative Analysis for Management	3	17	
		BFIN 2302	Financial Management	3		
		MKTG 2301	Advanced Marketing	3		
		BMGT 2301	Principles of Organizational Behavior	3		
		ITAI 1201	Introduction to Artificial Intelligence	2		
		XXXX XXXX	Required General Ed Electives (HUMN, NASC, SBSC)	3		



PLAN OF STUDY:

Fall Enrollment - General Marketing

Third and fourth year

YEAR THREE (3)	Fall	BMGT 3301	International Business Management	3	17
		BMGT 3201	Legal Environment of Business	2	
		BBUS 3302	Research Methodology	3	
		DMKT 3301	Introduction to Digital Marketing	3	
		ENTR 3301	Entrepreneurship and Design Thinking	3	
		ARAB XXXX	Arabic Studies	3	
	Spring	BMGT 3304	Strategic Management	3	17
		DMKT 3302	Social Media Marketing Campaigns	3	
		DMKT 3303	Big Data for Business Intelligence	3	
		EMOI 1201	Emotional Intelligence	2	
ISLS XXXX		Islamic Studies	3		
XXXX XXXX		Required General Ed Electives (HUMN, NASC, SBSC)	3		
YEAR FOUR (4)	Fall	BBUS 4301	Business Ethics and Social Responsibility	3	15
		DMKT 4304	Digital Marketing Analytics	3	
		DMKT 4305	Digital Consumer Engagement	3	
		BBBF 1101	Basic Body and Brain Fitness	1	
		ISLS XXXX	Islamic Studies	2	
		XXXX XXXX	Free Electives	3	
	Spring	DMKT 4306	Mobile Marketing	3	12
		DMKT 4307	Internship: Digital Marketing	3	
		XXXX XXXX	School/Program Elective	3	
		XXXX XXXX	Free Electives	3	
University Requirement				19	130
Ministry Requirement				14	
Required General Elective				6	
Free Elective				6	
Major Requirement				85	
Total credit hours for graduation				130	



PLAN OF STUDY:

Fall Enrollment - General Marketing

Program Electives

Program Electives		CH
DMKT 4308	Visual media and digital design	3
DMKT 4309	Ethics and Social Responsibility in a Digital	3



Effective Semester Fall AY 2023-2024

Year	Semester	Code	Name	Credits	Total in Semester
YEAR ONE (1)	Fall	BBUS 1301	Introduction to Business	3	18
		MATH 1301	College Algebra	3	
		BMKT 1301	Principles of Marketing Management	3	
		COMM 1301	Communication Skills I	3	
		ICTC 1301	Information and Communication Technology	3	
		ARAB XXXX	Arabic Studies	3	
	Spring	BACC 1301	Principles of Financial Accounting	3	17
		BMGT 1301	Principles of Management	3	
		BECO 1201	Principles of Microeconomics	2	
		MATH 1303	Calculus	3	
		BBIS 1301	Business Information Systems	3	
		ISLS XXXX	Islamic Studies	3	
YEAR TWO (2)	Fall	BACC 2301	Principles of Managerial Accounting	3	17
		BECO 2301	Principles of Macroeconomics	3	
		BMGT 2302	Human Resource Management	3	
		BSTA 2301	Statistics for Business	3	
		ARTS XXXX	Arts and Design	2	
		COMM 1302	Communication Skills II	3	
	Spring	BBUS 2302	Quantitative Analysis for Management	3	17
		BFIN 2302	Financial Management	3	
		MKTG 2300	Services Marketing	3	
		BMGT 2301	Principles of Organizational Behavior	3	
		ITAI 1201	Introduction to Artificial Intelligence	2	
		XXXX XXXX	Required General Ed Electives (HUMN, NASC, SBSC)	3	

PLAN OF STUDY:

Fall Enrollment - Digital Marketing

First two years

cont.

PLAN OF STUDY:

Fall Enrollment - Digital Marketing

Third and fourth year

Year	Semester	Courses			Total Credits
		Course ID	Course Name	Credits	
YEAR THREE (3)	Fall	BMGT 3301	International Business Management	3	17
		BMGT 3201	Legal Environment of Business	2	
		BBUS 3302	Research Methodology	3	
		DMKT 3301	Introduction to Digital Marketing	3	
		ENTR 3301	Entrepreneurship and Design Thinking	3	
		ARAB XXXX	Arabic Studies	3	
YEAR THREE (3)	Spring	BMGT 3304	Strategic Management	3	17
		MKTG 3306	Consumer Behavior	3	
		DMKT 3303	Big Data for Business Intelligence	3	
		EMOI 1201	Emotional Intelligence	2	
		ISLS XXXX	Islamic Studies	3	
		XXXX XXXX	Required General Ed Electives (HUMN, NASC, SBSC)	3	
YEAR FOUR (4)	Fall	BBUS 4301	Business Ethics and Social Responsibility	3	15
		DMKT 4304	Digital Marketing Analytics	3	
		MKTG 4302	Business to Business Marketing	3	
		BBBF 1101	Basic Body and Brain Fitness	1	
		ISLS XXXX	Islamic Studies	2	
		XXXX XXXX	Free Electives	3	
YEAR FOUR (4)	Spring	DMKT 4308	Visual Media and Digital Design	3	12
		DMKT 4307	Internship: Digital Marketing	3	
		XXXX XXXX	School/Program Elective	3	
		XXXX XXXX	Free Electives	3	

University Requirement	19
Ministry Requirement	14
Required General Elective	6
Free Elective	6
Major Requirement	85

Total credit hours for graduation **130**

PLAN OF STUDY:

Fall Enrollment - Digital Marketing

Program Electives

Program Electives		CH
MKTG 4312	Fashion and Luxury Marketing	3
DMKT 4309	Ethics and Social Responsibility in a Digital Age	3



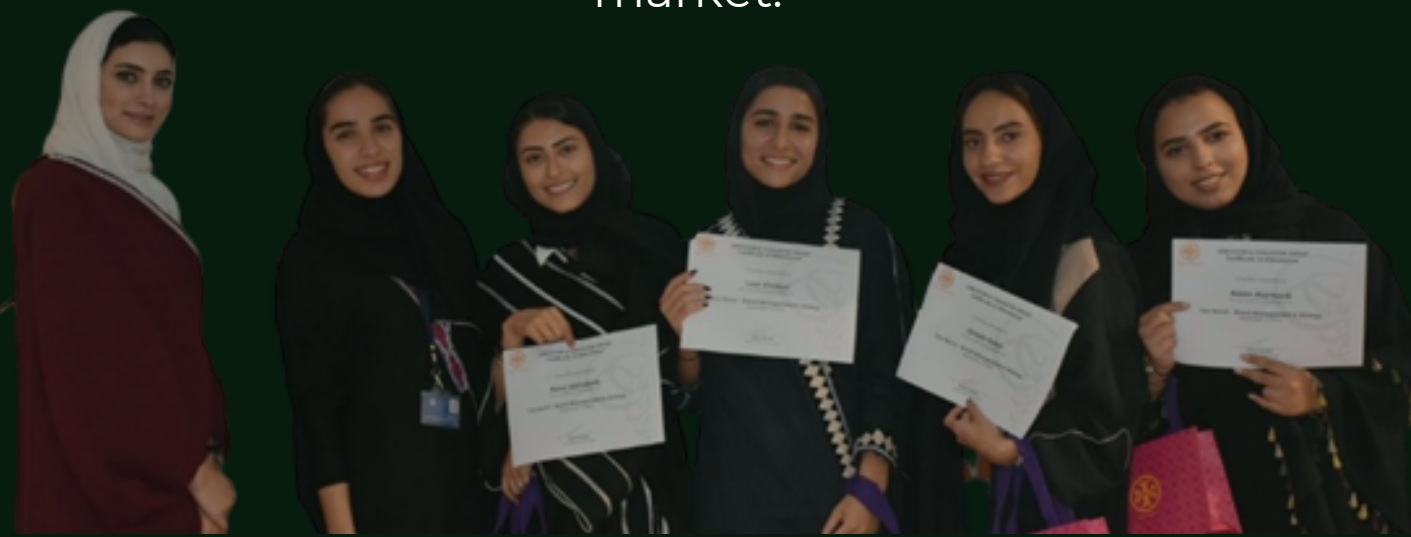
EXTRACURRICULAR ACTIVITIES

COMPETITIONS

Tory Burch competition



Marketing Program collaborates with Jamjoom & Chalhoub Group for the second time through a competition in Brand Management and Strategy course instructed by Ms. Salwa Koshak, focusing on the Tory Sport collection currently unavailable in Saudi Arabia. The idea for the competition is to work on a marketing plan and proposal to bring Tory Sport line into the KSA market.



COMPETITIONS

Tory Burch competition



The competition was presented to students by a Tory Burch's representative, Ms. Noor Kamel a DAH Alumni, in order to launch the competition in the classroom. Students were coached to deal with stresses, time constraints, understanding the client brief and strategic goals which are all part of the real-world business experience. Around 24 students currently studying under The School of Business and Law presented their work to faculty, chair of Marketing Program, Tory Burch's representatives and a panel of judges for the spot as the certified winner. The panel of judges were Ms. Noor Kamel the Trade Marketing Executive for Tory Burch Brand in KSA and Marketing Program Director Dr. Iffath Sultana. Moreover, the winner's Ghada Bakor, Ranad Alkhatib, Aleen Alamoudi and Leen Khabeeri had an empowering message to Saudi women to encourage health, fitness and athleticism "Unleash your strength" all women marathon.

COMPETITIONS

Plan B competition



Who is The Plan B?

Plan B is a marketing and advertising agency, based in Jeddah in the Kingdom of Saudi Arabia, that helps build brands and create branding experiences. From Integrated Marketing, to Shopper Activation and from Guerrilla Marketing to Experiential Events, the Plan B aim to be at the forefront of all marketing and advertising experiences. Website: <https://www.planb.agency/>

COMPETITIONS

Plan B competition



After signing an MOU with Plan B, HSBL marketing program announced a contest for Marketing students to brand the Idea Lab and design the various elements of the brand like the name, logo etc. The winners will be selected collaboratively between the marketing faculty and Plan B. The idea lab has been officially announced in Vibes offices where the winners of the branding Competition have been evaluated and selected By the Jury members (Plan B, Dean of Business and Law School, Marketing Program Director and Faculty). On 1st of December, 2018. 40-Invitees attended. The Winning team members are: Kiran Arshad, Shama Salim and Yasmin Abdelkhalik.

COMPETITIONS

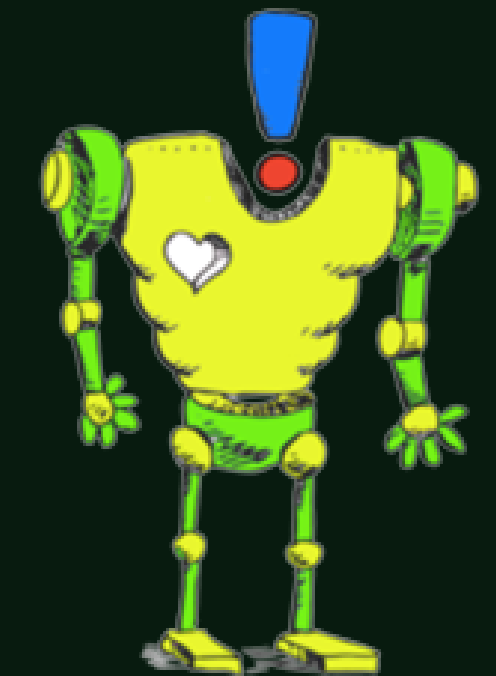
Plan B competition

Chosen Logo:

HSBL MARKETING PROGRAM CELEBRATES
ITS COLLABORATION WITH PLAN-B |
AND YOU ARE INVITED!

	DATE 5:00 - 7:00	TIME 5:00 - 7:00
	LOCATION 1 December, 2013	TYPE Mixed Event

Eureka!



Inventing Breakthroughs

WORKSHOPS

“Business Etiquette in the International Arena” Presented by ‘Ms. Sarah Alhaj’ (October 2021).

An invitation poster for a workshop. The top left corner features the Dar Al-Hekma University logo. The main text is centered and reads: 'Management and Marketing Department Invites you to "Business Etiquette in the International Arena" Talk with: Ms. Sarah Alhaj Founder of Modern Manners Etiquette & Social Interaction Consultant'. To the right of the text is a portrait of Ms. Sarah Alhaj, a woman wearing a white headscarf and glasses. Below the portrait, the date and time are listed: 'Tuesday 19 October 2021 2:00-3:00PM ROOM 16'. At the bottom right, there is a logo for 'DAH' with the tagline 'DAR AL HEKMA UNIVERSITY'.

Ms. Sara Alhaj the founder for modern Manners for the IBM class explained to the students how they need to understand that nowadays people have different cultures especially in the workplace, and how it matters not to stereo type people based on where they are coming from, their religion or culture. Moreover, she had a discussion regarding body language and what does it mean for different people and how to deal with other people’s differences. How to be presentable when applying for a job and how to act during the job interview. It was interesting and the students enjoyed the discussions of the guest speaker.

WORKSHOPS

“ Successful Digital Marketing Tips and Tricks” Presented by ‘ Ms. Eman Abu Saifan’ (November 2021).



جامعة دار الحكمة
DAR AL HEKMA UNIVERSITY

Management and Marketing Department
Invites you to
“ Successful Digital Marketing Tips and Tricks ”
Talk with:
Ms. Eman Abo Saifan
Digital Marketeer at Taurus

Wednesday 10 November 2021
11:30-12:30PM
ROOM 178



DAH

The marketing Program had Ms. Eman abu safian a digital marketer from Taurus for the intro to digital marketing class “Successful digital marketing tips and tricks”. She discussed how to conduct a successful digital marketing strategies giving example from her experience with amazing business such as range rover. Eman Abu Saifan graduated in 2006 and worked as a community manager for Lux throughout her early career. She was appointed as the head of Taurus' digital marketing department.

WORKSHOPS

“ The Story Behind the Bran Frais & Fresh ”
Presented by Mr. Khaled Yamak (November 2021).

A green graphic with a pattern of white leaves and circles. It contains text in white and yellow, and two circular logos at the bottom.

**The Management and Marketing
Department**
Invites you to
**“ The Story Behind the Brand
Frais & Fresh ”**
**Talk with:
The Owners**

**Sunday 21, November 2021
1:00-2:00 PM
LH (151)**

@fraisfreshksa
Fraisandfresh.com



Mr. Khaled Yamak is the founder of Frais & Fresh. The story of Frais & Fresh Concept crafted in 2016 right in the heart of Montreal. The aim was to create an unconventional eatery that fills up a gap in the rich Montreal restaurant scene. Today Frais & Fresh offers a creative unconventional menu of wholesomeness, love, freshness and value.

TRIPS

“The Batarji Field Trip” on November 24,2021



the digital marketing course to enhance the students learning and to work on their final project the students went on a trip to “batterjee pharama” the visit covered multiple aspects; such as introducing batterjee pharma pharmaceutical, cosmetics and health products, as well as product development process and taking an overview of pharmaceutical manufacturing. The trip got a positive feedback from the students which help them understand the business better.

TRIPS

Trip to King Abdullah Economic City

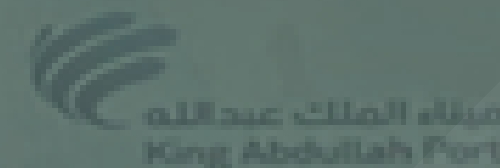


•In order to enhance the students' learning experience, The International Business Management Course instructor made a trip on Wednesday the 9th of March to the King Abdullah Economic City Port, followed by a site visit to the MBS Collage.

Economic Cities and Special Zones Authority

King Abdullah Port

(Dar Al-Hekma University Visit)



TRIPS

Marketing Social Gathering



The Marketing Director hosted leading Marketing Professionals from the Industry. Exchanging valuable input between academia and the business world was the main objective of the gathering. Discussions revolved around preparing marketers to join the business world, the spread of digital marketing, and the importance of cross disciplinary exposure for today's graduates.



MOU's

MOUs and Established Contacts (local/abroad)



The banner features the Digital Marketing Institute (DMI) logo on the left, with the text "Digital Marketing Institute" and "Approved Partner" below it. To the right is the Dar Al-Hekma University logo. The main text reads "DMi ESSENTIALS" in large, bold letters, followed by "Certified Digital Marketing Associate". Below this, it says "Stay Relevant! Stay Ahead." and "Under the guidance of Global Industry Advisory Champions including" followed by logos for Google, Coca-Cola, Facebook, Sky, LinkedIn, and HubSpot. Two photographs are included: one of a smiling woman in a white hijab holding a book, and another of three women in hijabs working at computers in a classroom setting.

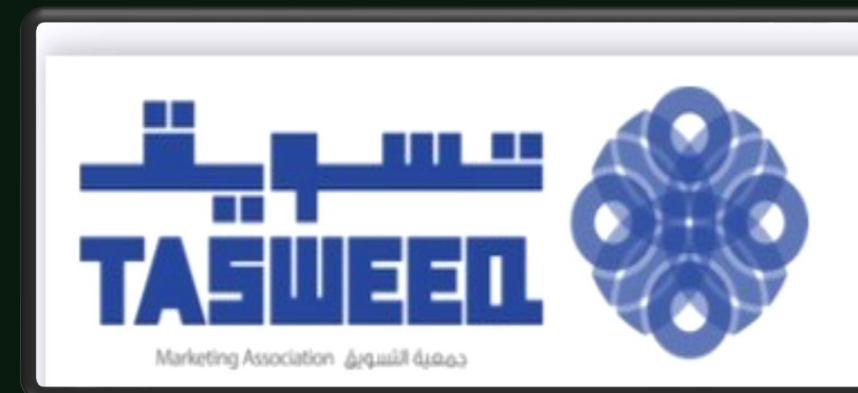
Digital Marketing Institute (DMI) Global Partners & DMI Certification. DMI is a global institute that gives digital marketing certification developed by leading global marketers. The CDMA (Certified Digital Marketing Associate) certificate is currently offered to marketing students and will be available for all majors by next year. It provides students with a strong foundation in Digital Marketing. Students will be Certified Digital Marketing Associates. Graduates will be equipped with industry level know how and the application of Digital Marketing in businesses and digital channels.

MOU's

MOUs and Established Contacts (local/abroad)



The Marketing Director hosted leading Marketing Professionals from the Industry. Exchanging valuable input between academia and the business world was the main objective of the gathering. Discussions revolved around preparing marketers to join the business world, the spread of digital marketing, and the importance of cross disciplinary exposure for today's graduates.



Events

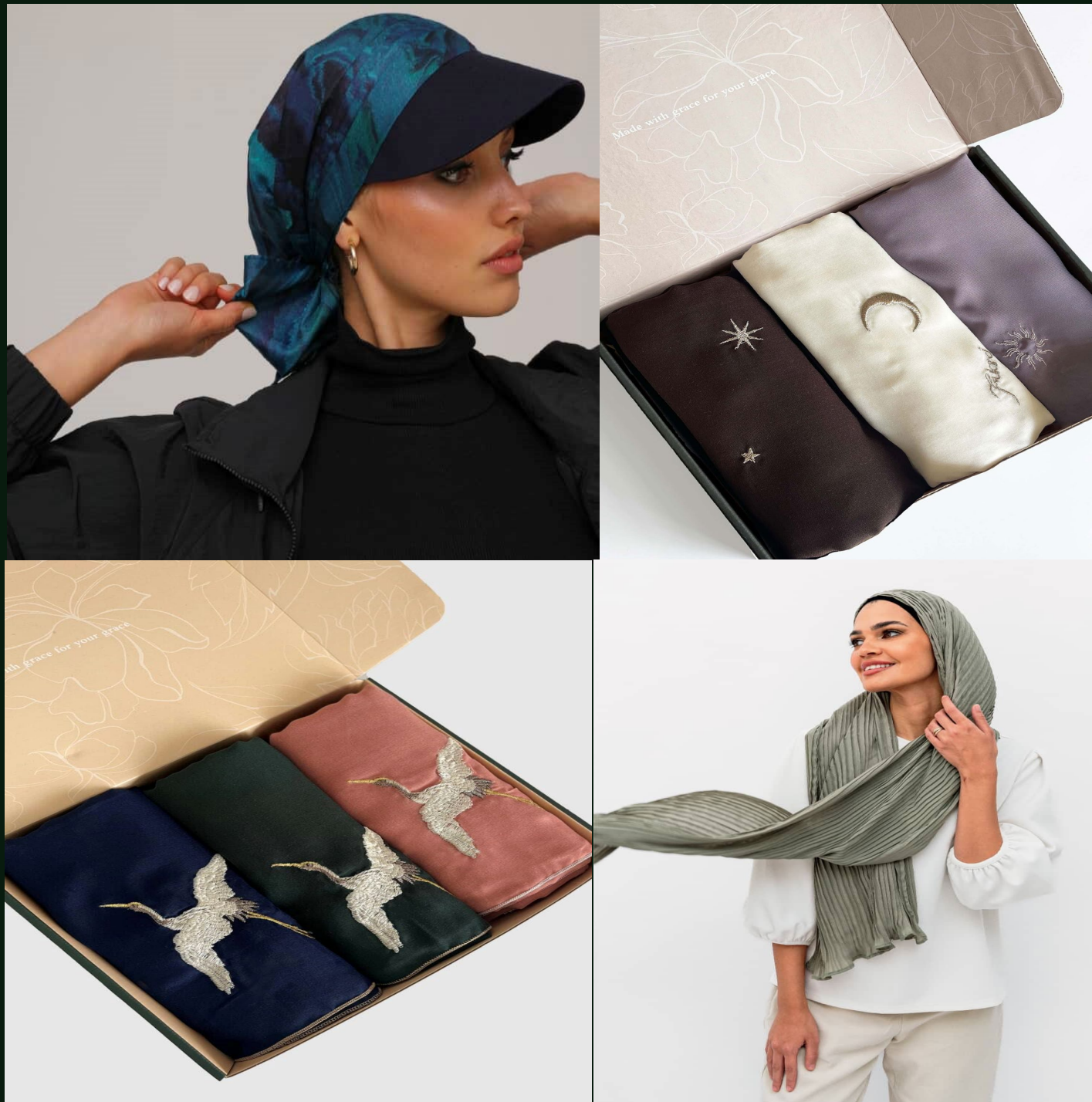
Saudi National Day

Understanding the Saudi Consumer across the years is critical for successful marketing campaigns.

The Marketing Program organized an interactive activity where participants were asked to identify the critical factors including major events, source of influence, successful marketing channels, trendy vehicles, mode of learning, leadership style and trendy local game during a specific time period in Saudi Arabia.



Real Clients



Foulard is planning to launch the “Unforgettable Collection” in October; students in Integrated Marketing Communication course were asked to prepare an Integrated Marketing Communication plan based on the topics covered in the IMC course. The experience in the project to gave students the opportunity to learn from a real business and understand the different elements of IMC better