

Courses Description

College: Business

Department: Marketing

Couse ID: 2102061202 **Description:** Introduction To Digital Marketing

Full Course Description: This course addresses the basic concepts in the science of digital marketing. It also aims to identify the importance and factors affecting digital marketing, in addition to identifying its elements.

Couse ID: 2102061204 **Description:** Electronic commerce law

Full Course Description:

Couse ID: 2102061208 **Description:** Customer Relationship Management

Full Course Description:

Couse ID: 2102061211 **Description:** Principles of Marketing

Full Course Description: This course addresses the basic concepts in the science and art of marketing and the internal (inside the facility) and external (in the surrounding environment) factors that affect these concepts. Elements of the marketing mix (commodity, price, distribution, promotion).

Couse ID: 2102061217 **Description:** Mobile Marketing

Full Course Description:

Couse ID: 2102061218 **Description:** E-Tourism Marketing

Full Course Description:

Couse ID: 2102061233 **Description:** Graphic Design

Full Course Description:

Couse ID: 2102061236 **Description:** Web Design

Full Course Description:

Couse ID: 2102061238 **Description:** Social Marketing

Full Course Description:

Couse ID: 2102061303 **Description:** Digital Consumer Behavior

Full Course Description: This course addresses defining the concept of consumer behavior via the Internet, identifying the basic concepts and factors affecting the purchasing behavior of the consumer, in addition to analyzing consumer behavior via the Internet.

Couse ID: 2102061312 **Description:** Marketing Management

Full Course Description: This course addresses the marketing problems faced by companies at the international level and the reasons for expansion outside the borders of the mother country. In addition, this course covers the economic, cultural, social, political and legal aspects that participate in influencing the marketing mix.

Couse ID: 2102061313 **Description:** Service Marketing

Full Course Description:

Couse ID: 2102061314 **Description:** International Marketing

Full Course Description:

Couse ID: 2102061316 **Description:** Social Media Marketing

Full Course Description:

Couse ID: 2102061335 **Description:** Communication Skills And Technology

Full Course Description: This course addresses the definition of the uses and applications of traditional and digital means of communication, as well as how to build a comprehensive and integrated program for marketing communications.

Courses Description

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Department: Marketing

Couse ID: 2102061336 **Description:** Interactive Web Design and Analysis

Full Course Description:

Couse ID: 2102061337 **Description:** Business Entrepreneurship

Full Course Description:

Couse ID: 2102061339 **Description:** Product And Brand Management

Full Course Description:

Couse ID: 2102061343 **Description:** Marketing Information Systems

Full Course Description:

Couse ID: 2102061361 **Description:** Innovation and New Product Development

Full Course Description:

Couse ID: 2102061419 **Description:** Marketing Research

Full Course Description: This course addresses the definition of the basic concepts and the importance of marketing research. It also aims to apply marketing research procedures through the design and preparation of marketing research of its various types (descriptive, experimental, analytical, causal...), in terms of defining the problem, design, identifying the community and the sample, Determining the required data, its sources, the models and methods used to collect it, the methods of analyzing this data statistically, testing hypotheses, drawing conclusions and writing recommendations, to help rationalize marketing decisions

Couse ID: 2102061424 **Description:** Digital Marketing Strategy

Full Course Description:

Couse ID: 2102061425 **Description:** Pricing Strategies

Full Course Description:

Couse ID: 2102061426 **Description:** Advertising Technology

Full Course Description:

Couse ID: 2102061427 **Description:** Marketing Channel Strategy

Full Course Description:

Couse ID: 2102061435 **Description:** Contemporary Issues in Digital Marketing

Full Course Description:

Couse ID: 2102061436 **Description:** Supply Chain Management

Full Course Description:

Couse ID: 2102061449 **Description:** Field Training

Full Course Description:

Couse ID: 2102061497 **Description:** Graduation Project

Full Course Description:

Couse ID: 2402061202 **Description:** Introduction to Digital Marketing

Full Course Description:

Couse ID: 2402061211 **Description:** Principles of Marketing

Full Course Description:

Couse ID: 2402061316 **Description:** Social Media Marketing

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