

Guidance plan for the master's degree

Specialization in e-marketing and social communication (Comprehensive Exam)

First Year

First Semester		
Course No.	Course Title	Cr. Hrs.
33774	Research Methodology	3
35701	Advanced Marketing Management	3
Total		6

Second Semester		
Course No.	Course Title	Cr. Hrs.
35702	Advanced Brand Management	3
35703	Omnichannel Retailing	3
	Elective Requirement	3
Total		9

Second Year

First Semester		
Course No.	Course Title	Cr. Hrs.
35713	E-services Marketing	3
35712	Digital Marketing Communication	3
	Elective Requirement	3
Total		9

Second Semester		
Course No.	Course Title	Cr. Hrs.
35711	Digital Marketing Strategy	3
35721	Social Media Marketing	3
	Elective Requirement	3
Total		9

Third Year

First Semester		
Course No.	Course Title	Cr. Hrs.
35798	Comprehensive Exam	0
Total		0