Princess Sumaya جامعــــة
University الأميــرة سميّــة
for Technology للتكنولوجيا

PROGRAM PROFILE

B.Sc. E-Marketing and Social Media

2024 / 2025

King Talal School كليــــــــة
of Business الملــــك طلال
Technology لتكنولوجيا الأعمال

Bachelor of E - Marketing and Social Media

The Bachelor of Science in E-Marketing and Social Media program is Jordan's only CIM-accredited degree in digital marketing, offering a cutting-edge blend of theoretical knowledge and hands-on expertise in the dynamic world of digital commerce. Designed to meet the demands of the rapidly evolving digital landscape, this program equips students with the skills to master SEO, social media strategies, data analytics, and omnichannel marketing while fostering creativity and ethical practices.

The curriculum integrates core marketing principles with advanced digital tools, covering social media marketing, consumer behavior, web analytics, advertising technology, and e-business strategies. Students gain practical experience through real-world projects, internships, and a capstone graduation project, ensuring readiness for the global digital marketplace.

PROGRAM AIMS

The Program aims to provide students with a balanced combination of theory and practical knowledge that enables them to effectively explore the integrated and ever-changing world of e-marketing and technology

PROGRAM OBJECTIVES

- Provide strong knowledge of digital marketing tools, strategies, and platforms.
- Bridge theory and practice through applied projects and field training.
- Develop analytical skills for interpreting market data and consumer behavior.
- Strengthen communication, collaboration, and leadership in digital settings.
- Foster creativity, innovation, and an entrepreneurial mindset in marketing.
- Promote ethical, sustainable, and socially responsible marketing practices.

For More Info
www.PSUT.edu.jo/KTSBT/EMarketing

PROGRAM LEARNING OUTCOMES

Program Learning Outcomes (LOs)
PLO1 Demonstrate basic knowledge in the business and technology.
PLO2 Apply business and technology concepts that can help develop business solutions.
PLO3 Critically analyze business issues taking into account economic, sustainable, and ethical factors.
PLO4 Integrate key analytical methods that can help provide creative and innovative solutions
PLO5 Collaborate effectively within a team to build jointly prepared projects.
PLO6 Demonstrate the written communication skills essential in business settings
PLO7 Demonstrate effective use of the oral presentation skills that are essential in business

PROGRAM FEATURES

- **Industry-Recognized Accreditation:** Endorsed by CIM (Chartered Institute of Marketing) and AACSB, ensuring global relevance.
- **Comprehensive Digital Toolkit:** Mastery of Google Ads, SEO, content marketing, CRM systems, and AI-driven advertising.
- **Practical Learning:** Lab sessions in graphic design, commercial website development, and mobile marketing, paired with field training in leading organizations.
- **Career Pathways:** Graduates excel as Digital Marketing Specialists, Social Media Managers, SEO Analysts, E-Commerce Strategists, or Entrepreneurs.
- **Specialized Electives:** Tailor your expertise with courses in e-tourism marketing, mobile advertising, or interactive web design.

POSSIBLE FIELDS OF WORK FOR GRADUATES

Graduates of this program can work in digital marketing, social media management, SEO, performance marketing, and other related areas. They are qualified for roles such as Digital Marketing Specialist, Web Analyst, Email Marketer, and SEO Specialist.

PROGRAM LEARNING OUTCOMES (PLOS)

Study Plan
Bachelor's Degree in E-Marketing and Social Media
2024/2025

Course Title	Credit Hours	Prerequisite
University Requirements (27 CHs)		
1. Compulsory Requirements (18 CHs)		
Computer Skills (Remedial)	**0**	
Arabic Language Communication Skills (Remedial)	**0**	
English Language Communication Skills (Remedial)	**0**	**31021**
Arabic Language Communication Skills	**3**	**31022**
English Language Communication Skills	**3**	
National Education	**3**	
Leadership and Societal Responsibility	**0**	
Military Science	**3**	
Entrepreneurship and Innovation	**3**	**60 CHS**
Life Skills	**3**	**60 CHS**

STUDY PLAN

2. Elective Requirements (9 CHs)		
History of Science	3	
Sports and Health	3	
Foreign Langugages	3	
Arabic Islamic Civilization	3	
Arabic Literature	3	31112
Governance and Development	3	
Human Rights	3	
Introduction to Politics and Economic Science	3	
Introduction to Psychology	3	
Development and Environment	3	
Scientific Research Method	3	
Contemporary Issues in the Arab World	3	
Jerusalem: History and Facts	3	
Philosophy and Critical Thinking	3	

School Requirements (24 CHs)		
1. Compulsory Requirements (24 CHs)		
Mathematics for Business	3	
Statistical Methods for Business	3	
Principles of Management	3	
Principles of Accounting (1)	3	
Principles of Marketing	3	31112
Business Information Technology 1	3	
Leadership and Digital Transformation	3	
Introduction to AI in Business Applications	3	36110
Program Requirements (81 CHs)		
1. Compulsory Requirements (66 CHs)		
Introduction to Electronic Marketing	3	35101 36101
Social Marketing and Sustainable Developmen	3	35101
Consumer Behavior	3	35101
Marketing Management	3	33101 35101

STUDY PLAN

Services Marketing	**3**	**35101**
Sales Management	**3**	**33101 - 35101**
Fundamentals of Graphic Design for Business	3	
Communication Skills and Technologies	3	
E. Marketing Channels	**3**	**35103 - 35218**
Marketing Research	**3**	**20235 - 35202**
Integrated E- Marketing Communication	**3**	**35235**
Advertising Technology	**3**	**35235**
Designing of commercial Websites	**3**	**35233**
Field Training	**3**	**90 CHS**
International Marketing	**3**	**35323**
Customers Relations Management	**3**	**35101 - 36232**
Social Media Marketing	**3**	**35319**
Global Marketing Strategies	**3**	**35314**
Website analytics and optimization	**3**	**35103**

Marketing through search Engines	**3**	**35336**
Graduation Project	**3**	**99 CHs**
E-Business for Business Students	**3**	**36101**
2. Elective Requirements (15 CHs)		
Microeconomics	**3**	
Macroeconomics	**3**	**33103**
Business Ethics and Social Responsibility	**3**	**60 CHs**
Purchasing and Inventory Management	**3**	**33101**
Principles of Accounting (2)	**3**	**99 CHs**
Business Law	**3**	**34101**
Financial Management	**3**	**33101 - 34101**
Banking	**3**	**33103**
Product and Brand Management	**3**	**35202**
Quotation Policies	**3**	**35323**
Marketing through Mobile	**3**	**35323**
E. Tourism Marketing	**3**	**35217**

STUDY PLAN

Interactive Web Design and Analysis	**3**	**35336**
Special Topics in E-Marketing	**3**	**35323**
Enterprise Resource Planning (ERP) Systems	**3**	**36110**
Sustainable Development Management	**3**	**33101**

Guidance Plan
Bachelor's Degree in E-Marketing and Social Media 2024/2025

3 36101 Management Information Systems	**3 35101** Principles of Marketing	**3 31122** English Language Communication Skills	**0 31160** Leadership and Societal Responsibility	**3 31112** Arabic Language Communication Skills	**3 31151** National Education	1st Semester — First Year
3 35103 Introduction to Electronic Marketing	**3 35105** Marketing Social Media	**3 33101** Principles of Management		**3 36111** Computer Applications in Business	**3 20131** Mathematics for Business	2nd Semester
3 36232 E-Business for Business Students	**3 35202** Consumer Behavior	**3 33103** Microeconomics	**3 20235** Statistical Methods for Business	**3** Elective University Requirements	**3 34101** Principles of Accounting (1)	3rd Semester — Second Year
	3 35217 Services Marketing	**3 35218** Sales Management	**3 35233** Fundamentals of Graphic Design for Business	**3 35235** Communication Skills and Technologies	**3 31251** Military Science	4th Semester
3 35314 E-Marketing Channels	**3** Elective Program Requirements	**3 35215** Marketing Management	**3 35336** Designing of commercial Websites	**3 35319** Marketing Research	**3** Elective University Requirements	5th Semester — Third Year
3 Elective University Requirements	**3** Elective Program Requirements	**3 35397** Field Training	**3 35437** Marketing through search Engines	**3 35326** Advertising Technology	**3 35323** Integrated E-Marketing Communication	6th Semester
	3 35408 Customers Relations Management	**3** Elective Program Requirements	**3 31254** Entrepreneurship and Innovation	**3 35416** Social Media Marketing	**3 35407** International Marketing	7th Semester — Fourth Year
	3 35424 Global Marketing Strategies	**3** Elective Program Requirements	**3 33499** Graduation Project	**3 31374** Life Skills	**3 35435** Modern E-marketing Topics	8th Semester

Key - Colors and Shapes

⟸⟹ Concurrent Requirement

Credit Hours ← **3 12495** → Course Number
Graduation Project (2) → Course Title

Compulsory University Requirement (general) — [red]
Elective University Requirement — [tan]
Compulsory School Requirement — [green]

Compulsory Department Requirement — [navy]
Elective Department Requirement — [light blue]

| 33101 | Principles of Marketing | Credit Hours: 3 | Prerequisite: None |

This course emphasizes the importance of marketing, the development of marketing concepts, the marketing environment, consumer buying behavior, organizational buying behavior, market segmentation, marketing research, services marketing, and elements of the marketing mix (product, price, place, and promotion). Additionally, it introduces the concept of international marketing.

| 35103 | Introduction to E-Marketing | Credit Hours: 3 | Prerequisite: 36101 35101 |

The Introduction to Electronic Marketing course offers general knowledge of the digital marketing landscape, emphasizing its distinctions from traditional marketing methods. This course provides students with foundational insights into online marketing across various digital platforms, guided by effective digital marketing strategies. Additionally, students gain expertise in essential disciplines such as content marketing, email marketing, interactive advertising, website optimization, search engine marketing, Google Ads campaigns, and social media marketing.

| 35105 | Social Marketing & Sustainable Development | Credit Hours: 3 | Prerequisite: 35101 |

This course covers the understanding of social marketing as both a concept and a contemporary philosophical approach grounded in corporate social responsibility. Emphasizing its role in enhancing consumer protection and business ethics within modern society, the course also explores the current landscape of creativity and innovation across various global markets.

| 35202 | Consumer Behavior | Credit Hours: 3 | Prerequisite: 35101 |

The course heavily integrates theories and models from psychology into marketing activities.
It equips students with diverse theories to analyze and understand human behavior, facilitating tailored offerings and effective communication with targeted audiences. Given its interdisciplinary approach, the course bridges psychology literature with marketing strategies and tactics to enhance impact. It explores psychology disciplines such as motivation, needs, reference groups, attitudes, learning, and culture, embedding these elements into marketing operations to achieve contemporary outcomes.

COURSE DESCRIPTION

35215	Marketing Management	Credit Hours: 3	Prerequisite: 33101

This course introduces marketing management concepts, terminologies, and tasks, examining the role and importance of marketing within organizations. It covers administrative functions applied within the marketing department, including planning, organizing, directing, and controlling. Additionally, the course addresses topics such as marketing plans, strategies, marketing research, consumer and business buying behavior, market segmentation, retailing, advertising, pricing, and internet marketing.

35218	Sales Management	Credit Hours: 3	Prerequisite: 33101 - 35101

This course begins with an introduction to personal selling and explores the various types of salespeople within a sales team. It then progresses to a comprehensive discussion of the sales process, which includes assessing the prospect's needs, delivering a sales pitch, handling objections, and closing sales contracts. Additionally, the course outlines the key responsibilities of a sales manager, including setting sales quotas, organizing the salesforce, recruitment and selection, training, compensation, and evaluating the salesforce. The course concludes with a discussion on sales forecasting, focusing on price elasticity and other external factors necessary for accurate sales predictions.

35217	Services Marketing	Credit Hours: 3	Prerequisite: 35101

This course explores the dynamic field of service marketing, focusing on the unique characteristics of services such as intangibility, inseparability, variability, and perishability. Students learn how to develop effective marketing strategies tailored to service offerings, considering the extended marketing mix (7Ps). Topics covered include customer behavior in service contexts, digital trends, and the evolving landscape of service marketing.

35235	Communication Skills & Technologies	Credit Hours: 3	Prerequisite: -

This course outlines and investigates the uses and applications of communication technology, emphasizing its cultural and economic significance in the business field. It explores both traditional and digital technologies, analyzing various frameworks and employing modern as well as classical techniques, including the latest innovations. The course also covers how to effectively communicate with information technology teams. It provides students with foundational knowledge essential for understanding technological developments within companies, including technical topics crucial for communicating with diverse target audiences. Additionally, it clarifies concepts related to communication skills in the business environment.

COURSE DESCRIPTION

| 35233 | Fundamentals of Graphic Design for Business | Credit Hours: 3 | Prerequisite: - |

This course covers the fundamental principles of the creative process, specifically focusing on graphic design and visual language skills. It explores both the creative and aesthetic aspects of traditional and modern graphic design, as well as the implications of graphic design in digital formats. Additionally, students are required to apply their knowledge throughout the course, focusing on digitally marketing designs using current trends in internet and social networking, along with AI technologies.

| 35308 | Product and Brand Management | Credit Hours: 3 | Prerequisite: 35202 |

The course outlines key branding concepts and strategies, emphasizing contemporary approaches suitable for the dynamic marketing environment. It provides students with a branding framework to develop relevant value propositions and differentiate brands in competitive markets. Topics include positioning, brand equity, brand identity, and brand extension strategies, aiming to equip students with modern branding tactics applicable across profit and non-profit sectors. Additionally, the course offers measurement and management frameworks to evaluate brand performance amidst evolving market conditions.

| 35319 | Marketing Research | Credit Hours: 3 | Prerequisite: 20235 - 35202 |

This course covers the importance of marketing research, marketing information systems, methods, and types. It defines procedures and processes related to marketing research and design, including various types such as descriptive, experimental, analytical, and causal research. The course emphasizes a variety of statistical tools and techniques useful for analyzing populations and samples, including data selection, collection, and different sources of data. Additionally, it includes hypothesis testing and methods for drawing conclusions and making recommendations to support informed marketing decisions.

| 35314 | Electronic - Marketing Channels | Credit Hours: 3 | Prerequisite: 35218 |

This course delves into the significance of marketing distribution channels, elucidating their functions and the critical role they play in overall marketing strategy. The curriculum encompasses a comprehensive analysis of the marketing environment, including key intermediaries such as wholesalers, retailers, and agents. Students will explore various distribution channels for goods and services and examine factors influencing distribution channel design, including selection, leadership, motivation, and evaluation. The course also addresses potential opportunities and sources of conflict among members of marketing channels, highlighting crucial elements such as administration, physical distribution, and contemporary methods of digital distribution

35323	Integrated Electronic Marketing Communication	Credit Hours: 3	Prerequisite: 35235

This course covers various aspects of integrated electronic marketing communications, including strategies, techniques, and channels utilized in marketing communications. Its objective is to equip students with essential knowledge on integrating traditional and electronic channels to achieve organizational goals. The course also encompasses multiple marketing theories and methods applicable in marketing endeavors, such as advertising, public relations, personal selling, and other approaches used in direct customer interaction or via the Internet.

35326	Advertising Technology	Credit Hours: 3	Prerequisite: 35235

This course outlines the importance of advertising in social and economic contexts, emphasizing key aspects such as marketing, productivity, and social and educational elements. It places a strong focus on online advertising and covers systematic methods for planning and executing advertising campaigns. Additionally, the course addresses the prerequisites for planning and implementing both traditional and digital advertising campaigns.

35336	Commercial Websites Design	Credit Hours: 3	Prerequisite: 35233

This course expands on the concepts of web design and advertising, emphasizing the creation of websites that incorporate design principles to enhance marketing messages and drive customer sales. Topics covered include branding, principles of traditional and digital advertising, web design functionality, and enhancing customer experience. The course specifically focuses on web design and advertising principles within the field of Electronic Marketing, aiming to foster brand sustainability and consumer loyalty. Students also engage in practical exercises using design tools to enhance their UI & UX skills.
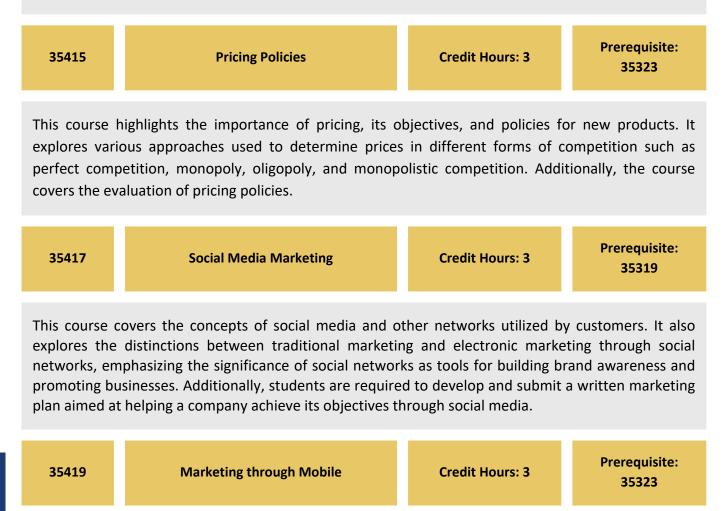
35407	International Marketing	Credit Hours: 3	Prerequisite: 35323

This course explores the complexities of international marketing, providing students with analytical skills to navigate global markets and make informed marketing decisions. It offers a comprehensive understanding of the tools and practices used to develop and manage marketing programs across borders. The course delves into challenges presented by political, economic, social, and legal environments worldwide, ensuring a thorough understanding of the international marketing landscape. From strategic planning and analysis of international markets to the effective implementation of marketing strategies, students gain a comprehensive toolkit for success in the dynamic field of international marketing.

COURSE DESCRIPTION

35410	Customer Relation Management	Credit Hours: 3	Prerequisite: 36232 - 35101

This course emphasizes the importance of establishing a strong and continuous relationship between a business organization and its customers through Customer Relationship Management (CRM). It focuses on fostering mutually positive interactions to enhance the marketing process. The course also underscores the significance of building a database for strategic planning within a business organization to support its interactions with the consumer environment and to develop and strengthen marketing knowledge.

35415	Pricing Policies	Credit Hours: 3	Prerequisite: 35323

This course highlights the importance of pricing, its objectives, and policies for new products. It explores various approaches used to determine prices in different forms of competition such as perfect competition, monopoly, oligopoly, and monopolistic competition. Additionally, the course covers the evaluation of pricing policies.

35417	Social Media Marketing	Credit Hours: 3	Prerequisite: 35319

This course covers the concepts of social media and other networks utilized by customers. It also explores the distinctions between traditional marketing and electronic marketing through social networks, emphasizing the significance of social networks as tools for building brand awareness and promoting businesses. Additionally, students are required to develop and submit a written marketing plan aimed at helping a company achieve its objectives through social media.

35419	Marketing through Mobile	Credit Hours: 3	Prerequisite: 35323

This course emphasizes the importance of mobile marketing and explores how to apply marketing strategies and theories that are tailored to mobile phones in real-life scenarios. It includes practical exercises using various websites for building websites or mobile applications and learning how to measure their effectiveness. The course covers the use of marketing strategies, communication channels in the marketing mix, and other tools to achieve marketing goals. It also discusses different types of websites, web pages, applications, and content used in marketing. Furthermore, the course explores emerging trends in the business world in general and in the fields of marketing and digital marketing specifically.

35422	Electronic - Tourism Marketing	Credit Hours: 3	Prerequisite: 35217

This course identifies the strategic and operational importance of information technology and electronic marketing within the tourism, travel, and entertainment sectors. It specifically focuses on leveraging technologies to enhance the competitiveness of institutions in these fields. The course highlights how these industries can utilize emerging technologies, including web 2.0, to effectively engage stakeholders, improve performance, and increase productivity

35424	Electronic - Marketing Strategies	Credit Hours: 3	Prerequisite: 35314

This course focuses on the unique aspects of creating effective marketing strategies for technology-intensive online and offline businesses. We will discuss the effective competitive marketing strategies for winning in technology-powered markets. Specifically, we will discuss how firms create value for customers and how they can integrate technology to deliver a better consumer experience. The course provides a series of valuable concepts and frameworks which students can directly apply to strategic marketing problems they will encounter post-graduation. There will be an emphasis on going from concepts and market analysis to formulating concrete strategies and applications from recent research. The course will provide value to those who expect to work in consulting or investing in technology industries and must analyze firm strategies.

	Website Analytics and Conversion Rate Optimization	Credit Hours: 3	Prerequisite: -

This course offers a comprehensive exploration of web analytics and conversion rate optimization, crucial for students aiming to enhance digital marketing effectiveness. Through theoretical insights and practical application, students will gain proficiency in using analytics tools like Google Analytics, Google Tag Manager, Looker Studio, and A/B testing technologies. The course focuses on understanding consumer behavior, evaluating marketing strategies, and optimizing web conversions

35435	Special Topics in E-Marketing	Credit Hours: 3	Prerequisite: 35323

This course outlines and discusses a variety of topics related to electronic marketing, selected based on the latest developments in the field of electronic marketing in the contemporary world.

COURSE DESCRIPTION

35436	Interactive Web design and Analysis	Credit Hours: 3	Prerequisite: 35336

This course introduces the principles of designing and creating websites from a marketing and sales promotion perspective. It covers the foundational principles of traditional advertising and their application in online advertising contexts. The course explores the essential functions and principles of web design aimed at improving the consumer experience. Additionally, it delves into online branding and corporate website advertising from an e-marketing perspective, emphasizing support for consumer online interactions and fostering customer loyalty through enhancing user experience and its impact on customer satisfaction.

35437	Marketing through search Engines	Credit Hours: 3	Prerequisite: 35323

This course offers a comprehensive understanding of Search Engine Optimization (SEO), encompassing its advertising methods and integration into market planning and marketing communication processes. It covers various topics, including search engine operations, the user search process, techniques to enhance website rankings on search engines, and the development of advertising campaigns using search engines to measure success.

35397	Field Training	Credit Hours: 3	Prerequisite: 90 CHs

This course provides students with the opportunity to apply their theoretical knowledge practically through an internship at an organization specializing in Electronic Marketing. It aims to help students develop both technical and professional skills.

35449	Graduation Project	Credit Hours: 3	Prerequisite: 90 CHs

The graduation project course encourages students to transcend their educational programs by developing projects that showcase their intellectual, technical, and creative abilities. Guided by faculty, students work in teams on projects that demonstrate their skills in research and business planning. These projects emphasize the ability to apply, analyze, synthesize, and communicate knowledge, fostering personal growth and a sense of accomplishment. Through this course, students gain practical experience, enhance their problem-solving and presentation skills, and prepare for lifelong learning and career exploration by applying their knowledge to real-life scenarios.