Princess Sumaya جامعــــة الأميـــرة سميّـــة
University للتكنولوجيا
for Technology

PROGRAM PROFILE

E-Marketing and Social Media Program

2024 / 2025

PROGRAM PROFILE

PROGRAM AIMS AND OBJECTIVES

PROGRAM LEARNING OUTCOMES

CURRICULUM

COURSE DESCRIPTION

King Talal School كليــــــــة
of Business الملـــــك طلال
Technology لتكنولوجيا الأعمال

Master of E - Marketing and Social Media

Master's in Digital Marketing & Social Media is a specialized graduate program designed to develop strategic digital marketing leaders capable of navigating today's data-driven, technology-powered marketplace. The program is designed to equip students with the strategic, analytical, and creative skills needed to thrive in the dynamic world of digital marketing. This program blends academic rigor with practical application, preparing graduates to lead innovative marketing campaigns, harness data-driven insights, and optimize brand engagement across digital platforms.

In an era where digital transformation reshapes consumer behavior and business strategies, the program addresses the growing demand for professionals who can navigate the complexities of e-marketing and social media.

PROGRAM AIMS

The Master's in E-Marketing and Social Media at PSUT aims to equip students with the analytical mindset, creative capabilities, and technical skills required to plan, execute, and evaluate digital marketing strategies. The program blends academic rigor with practical application, enabling students to leverage data and technology to understand consumer behavior, optimize campaigns, and drive digital engagement across various platforms in today's rapidly evolving digital economy.

PROGRAM OBJECTIVES

- Build advanced knowledge in digital marketing tools, platforms, and strategies.
- Analyze consumer data to identify trends and market opportunities.
- Apply digital technologies to develop and manage marketing campaigns.
- Strengthen communication, teamwork, and critical thinking in digital contexts.
- Align learning with evolving industry practices and technologies.

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

PROGRAM FEATURES

- **AI & Data-Driven Focus:** Combines digital marketing strategy with practical training in AI tools, predictive analytics, and automation platforms.
- **Hands-On Campaign Labs:** Coursework involves executing real campaigns using Meta Ads, Google Analytics, and Shopify.
- **Emerging Tech Integration:** Covers areas like Web3 marketing, metaverse branding, and GenAI content creation.
- **Dual Tracks:**
  - **Thesis Track:** Focused on original research and a 9-credit thesis.
  - **Comprehensive Exam Track:** Includes a capstone project and elective courses for industry readiness.
- **Industry Certifications:** Includes preparation for Google Ads, Hootsuite, and HubSpot certifications within the program.
- **Live Business Projects:** Solve real challenges for Jordanian startups and corporations through the capstone module.

PROGRAM LEARNING OUTCOMES

Program Learning Outcomes (LOs)	
PLO1	Develop an understanding of contemporary concepts that are required for the effective implementation of digital marketing.
PLO2	Evaluate key features of digital marketing and the growing use of digital channels and technologies.
PLO3	Analyse the complex process of decision-making in contemporary marketing practices.
PLO4	Interpret a wide range of analysis techniques in the marketing context to support the decision-making process
PLO5	Communicate effectively through written projects that are essential to digital marketing strategies.
PLO6	Discuss issues related to privacy, ethics, and social responsibility in digital marketing applications
PLO7	Communicate effectively through oral communication and presentations that are essential to digital marketing strategies

Curriculum - Thesis Track
Master's Degree in E-Marketing and Social Media
2024/2025

Course Title	Credit Hours	Prerequisite
Program Requirements (33 CHS)		
1. Compulsory Requirements (18 CHs)		
Research Methodology	3	
Advanced Marketing Management	3	
Advanced Brand Management	3	
Digital Marketing Strategy	3	
Digital Marketing Communication	3	
Social Media Marketing	3	

2. Elective Requirements (6 CHs)		
Omnichannel Retailing	3	
Marketing Ethics	3	
e-service marketing	3	
Digital Advertising	3	
e-Customer Relationship Management	3	
Digital Consumer Behavior	3	
Search Engines Marketing	3	
Modern E-marketing Topics	3	
The Digital Customer Experience	3	
Digital and Social Media Analytics	3	
Thesis Requirements (9 CHs)		
Thesis	9	-

Curriculum - Comprehensive Exam Track
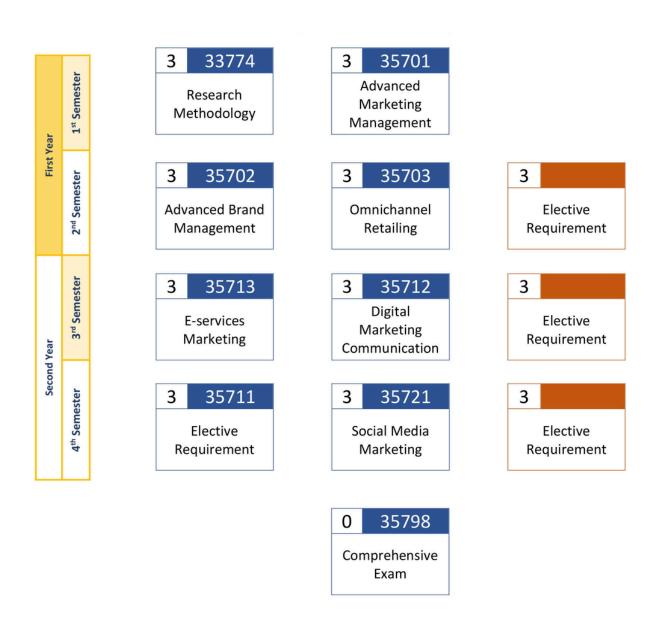## Master's Degree in E-Marketing and Social Media
2024/2025

Course Title	Credit Hours	Prerequisite
Program Requirements (33 CHS)		
1. Compulsory Requirements (24 CHs)		
Research Methodology	3	
Advanced Marketing Management	3	
Advanced Brand Management	3	
Omnichannel Retailing	3	
Digital Marketing Strategy	3	
Digital Marketing Communication	3	
e-service marketing	3	
Social Media Marketing	3	
Comprehensive Exam	3	

2. Elective Requirements (9 CHs)		
Marketing Ethics	3	
Digital Advertising	3	
e-Customer Relationship Management	3	
Digital Consumer Behavior	3	
Search Engines Marketing	3	
Modern E-marketing Topics	3	
The Digital Customer Experience	3	
Digital and Social Media Analytics	3	

STUDY PLAN

First Year

1st Semester

3	33774
Research Methodology	

3	35701
Advanced Marketing Management	

2nd Semester

3	35702
Advanced Brand Management	

3	35703
Omnichannel Retailing	

3	
Elective Requirement	

Second Year

3rd Semester

3	35713
E-services Marketing	

3	35712
Digital Marketing Communication	

3	
Elective Requirement	

4th Semester

3	35711
Elective Requirement	

3	35721
Social Media Marketing	

3	
Elective Requirement	

0	35798
Comprehensive Exam	

Key – Colors and Shapes

Credit Hours ← | 3 | Course No. |
Course Title

Compulsory Requirements ■

Elective Requirements ■

First Year

1st Semester

3	33774
Research Methodology	

3	35712
Digital Marketing Communication	

3	Elective Requirement

2nd Semester

3	35702
Advanced Brand Management	

3	35712
Digital Marketing Communication	

3	Elective Requirement

Second Year

3rd Semester

4th Semester

3	35711
Digital Marketing Strategy	

3	35721
Social Media Marketing	

3	Elective Requirement

9	35799
Thesis	

Key – Colors and Shapes

Credit Hours → | 3 | Course No. |
Course Title

■ Compulsory Requirements

■ Elective Requirements

GUIDANCE PLAN

| 33774 | **Research Methods** | 3 |

This course gives an insight on different research methods, covering both behavioral and constructive research with more focus on the qualitative and quantitative methods and how to utilize computer capabilities in business research. It contains the concepts of research process, research design, collection methods, measurement concepts and techniques, data analysis and presentation. The main learning emphasis in this course is placed on improved critical thinking ability (analytical and creative) as it relates to research methods and implementation. This course is very applied in nature especially for marketing firms.

| 35701 | **Advanced Marketing Management** | 3 |

This course covers the administrative functions applied in the marketing department, which include planning, organizing, directing and controlling marketing activities, in addition to marketing styles utilized in the marketing mix (product, pricing, promotion and place). It discusses and explains the business market and the difference between consumer and business markets

| 35702 | **Advanced Brand Management** | 3 |

The course embodies a systematic approach of forming brand strategies and identity. It emphasizes branding values, models, and tactics to ensure differentiation and links theory to practice through real-life case studies. The course aims to instill holistic knowledge of brand management and prepare graduates for branding consultation roles.

| 35703 | **Omnichannel Retailing** | 3 |

This course outlines the importance of an omnichannel approach to marketing and retailing. It analyzes distribution channel design, marketing intermediaries, and factors affecting channel performance. It covers strategy, conflict management, and digital distribution models.

35704	Marketing Ethics	3

This course introduces the role of ethics in e-marketing. Topics include ethical promotion and pricing strategies, research, and strategy implementation, all within the global digital marketing context.

35711	Digital Marketing Strategy	3

Provides a comprehensive introduction to digital strategy. Covers defining and evaluating strategies and performance, and aligning digital marketing with business goals.

35712	Digital Marketing Communications	3

Covers integrated digital marketing and key planning processes, focusing on elements like advertising, publicity, PR, publishing, and direct marketing in digital settings.

35713	e-Service Marketing	3

Covers the evolution and challenges of e-services marketing, including service design, demand management, and perceived quality. Emphasizes strategic importance in the economy.

35714	Digital Advertising	3

Focuses on the economic and social role of advertising, planning digital campaigns, and understanding productivity, educational impact, and online ad preparation.

35715	e-Customer Relationship Management	3

Emphasizes building strong relationships between organizations and customers using CRM. Covers strategic planning through marketing databases and customer interaction.

35716	Digital Consumer Behavior	3

Explores psychological theories behind consumer behavior and changes due to internet and mobile marketing. Discusses global trends and internal/external influences.

35717	Search Engine Marketing	3

Covers SEO strategies including keyword research, content optimization, indexing, link building, Google Ads, and analytics for enhancing website visibility.

35718	Modern E-marketing Topics	3

Covers contemporary issues in e-marketing influenced by IT, globalization, competition, and consumer power.

35719	The Digital Customer Experience	3

Analyzes how tech advances impact the customer journey and decision-making. Helps identify key channels and strategies to meet marketing KPIs.

35721	Social Media Marketing	3

Introduces social media concepts and their marketing roles. Students develop a marketing plan to promote business goals via social networks.

35722	Digital and Social Media Analytics	3

Equips students with tools to analyze social media data. Covers harvesting, SEO, traffic analysis, and interpreting insights for strategic action.