

**New Undergraduate
Programs Guide
Management & Marketing
2026**

BS Digital and Social Media Marketing

A program built around **advanced digital strategy, social media intelligence, consumer behavior analytics, and AI-enabled marketing technologies**



Overview

- Future-focused program designed to prepare graduates for **leadership in an AI-driven, data-centric, and platform-based business environment**.
- Integrates **strong marketing foundations** with **advanced digital strategy, social media intelligence, consumer behavior analytics, and AI-enabled marketing technologies**
- Not a traditional marketing degree with digital add-ons, but a **comprehensive digital-first program** that equips students to operate at the **intersection of strategy, analytics, technology, and creativity**



Prepares **graduates for growing demand in digital marketing, creator ecosystems, AI-enabled and analytics-driven customer engagement**

Disciplines and competencies covered



Marketing



Technology



Crowd/consumer
behavior



New media



Quant/analytics/
computing



Entrepreneurship

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Graduates are capable of **designing, implementing, and evaluating data-driven digital marketing** initiatives using insights from **social platforms, web analytics, e-commerce systems, and performance dashboards**.



Degree Plan

BS Digital and Social Media Marketing

 Four years | 128 Credit Hours | Summer Training

Freshman Year

Semester 1

Course	Title	LT	LB	Cr
BUS 200	Business & Entrepreneurship	3	0	3
ECON 101	Principle of Microeconomics I	3	0	3
ENGL 101	Intro. To Academic Discourse	3	0	3
ICS 104	Intro. To Programm In Python & C	2	3	3
MATH 101	Calculus 1	4	0	4
IAS 111	Beliefs and its Consequences	3	0	2
TOTAL		18	3	18

Semester 2

Course	Title	LT	LB	Cr
ACTT 110	Intro. To Financial Accounting	3	0	3
ECON 102	Principles of Macroeconomics I	3	0	3
ENGL 102	Inro. To Report Writing	3	0	3
IAS 121	Language Foundation	2	0	2
MATH 102	Calculus II	4	0	4
PE 101	Health and Physical Education 1	0	2	1
TOTAL		16	2	16

Sophomore Year

Semester 1

Cours e	Title	LT	LB	Cr
BAI 220	Business Information & Digital System	2	2	3
ENGL 214	Academic & Professional Comm	3	0	3
MKT 250	Principle of Marketing	3	0	3
STAT 214	Statistical Methods and Actuarial Science and Business	3	2	4
ISE 291	Intro. To Data Science	3	0	3
TOTAL		16	2	16

Semester 2

Course	Title	LT	LB	Cr
BAI 221	Business Analytics Foundation	3	2	3
COE 292	Intro. To Artificial Intelligence	3	0	3
DSMM 302	Fundamentals of Digital and Social Media Marketing	3	0	3
DSMM 305	Consumer Behavior in the Digital Age	3	0	3
FIN 250	Financial Management	3	0	3
TOTAL		15	2	15

Junior Year

Semester 1

Course	Title	LT	LB	Cr
BAI 300	Applied AI for Business	3	0	3
DSMM 310	Viral Marketing & Digital Influence	3	0	3
DSMM 320	Social Media Crisis Management	3	0	3
ENTR 320	Product & Growth Strategy	3	0	3
MGT 310	Organization Behavior	3	0	3
IAS 212	Professional Ethics	2	0	2
TOTAL		17	0	17

Semester 2

Course	Title	LT	LB	Cr
CGS 392	Career Essentials	0	2	1
DSMM 330	Marketing Analytics & Computational Decision Making	3	0	3
DSMM 340	Content Engineering & Digital Brand Management	3	0	3
DSMM 365	Creating Digital Experiences & Journeys	3	0	3
IAS 3/4xx	Islamic /Arabic Elective	2	0	2
MGT 311	Legal Environment / Int	3	0	3
TOTAL		14	2	15

DSMM 399 - Summer Training (1Cr)

Senior Year

Semester 1

Course	Title	LT	LB	Cr
XXX 3/4xx	Business Elective I	3	0	3
DSMM 400	Social Media & Digital Marketing Strategy	3	0	3
DSMM 410	Case studies in Digital & Social Media Marketing	3	0	3
DSMM 411	Senior Project I	0	0	0
GS xx	GS Elective	3	0	3
XXX 3/4xx	Business Elective II	3	0	3
TOTAL		15	0	15

Semester 2

Course	Title	LT	LB	Cr
XXX 3/4xx	Business Elective III	3	0	3
DSMM 475	Integrated Marketing Communication and Performance Management	3	0	3
DSMM 412	Senior Project II	3	0	3
MGT 475	Business Strategy & Competitive Advantage	3	0	3
XXX 3/4xx	Business elective IV	2	0	3
TOTAL		11	0	15



128 CR

*Prerequisite course

Degree Plan

BS Digital and Social Media Marketing

 Four years | 127 Credit Hours | Internship

Freshman Year

Semester 1

Course	Title	LT	LB	Cr
BUS 200	Business & Entrepreneurship	3	0	3
ECON 101	Principle of Microeconomics I	3	0	3
ENGL 101	Intro. To Academic Discourse	3	0	3
ICS 104	Intro. To Programm In Python & C	2	3	3
MATH 101	Calculus 1	4	0	4
PE 101	Health and Physical Education 1	0	2	1
TOTAL		15	5	17

Semester 2

Course	Title	LT	LB	Cr
ACTT 110	Intro. To Financial Accounting	3	0	3
ECON 102	Principles of Macroeconomics I	3	0	3
ENGL 102	Inro. To Report Writing	3	0	3
GS xx	GS Elective	3	0	3
MATH 102	Calculus II	4	0	4
IAS 111	Beliefs and its Consequences	3	0	2
TOTAL		18	0	18

Sophomore Year

Semester 1

Course	Title	LT	LB	Cr
BAI 220	Business Information & Digital System	2	2	3
ENGL 214	Academic & Professional Comm	3	0	3
IAS 121	Language Foundation	2	0	2
MKT 250	Principle of Marketing	3	0	3
ISE 291	Intro. To Data Science	3	0	3
STAT 214	Statistical Methods and Actuarial Science and Business	3	2	4
TOTAL		16	4	18

Semester 2

Course	Title	LT	LB	Cr
BAI 221	Business Analytics Foundation	3	2	3
COE 292	Intro. To Artificial Intelligence	3	0	3
DSMM 302	Fundamentals of Digital and Social Media Marketing	3	0	3
DSMM 305	Consumer Behavior in the Digital Age	3	0	3
FIN 250	Financial Management	3	0	3
IAS 212	Professional Ethics	2	0	2
TOTAL		17	2	17

Junior Year

Semester 1

Course	Title	LT	LB	Cr
BAI 300	Applied AI for Business	3	0	3
DSMM 310	Viral Marketing & Digital Influence	3	0	3
DSMM 320	Social Media Crisis Management	3	0	3
DSMM 330	Marketing Analytics & Computational Decision Making	3	0	3
MGT 310	Organization Behavior	3	0	3
MGT 311	Legal Environment / Int	3	0	3
TOTAL		18	0	18

Semester 2

Course	Title	LT	LB	Cr
CGS 392	Career Essentials	0	2	1
ENTR 320	Product & Growth Strategy	3	0	3
DSMM 340	Content Engineering & Digital Brand Management	3	0	3
DSMM 365	Creating Digital Experiences & Journeys	3	0	3
IAS 3/4xx	Islamic /Arabic Elective	2	0	2
XXX 3/4xx	Business Elective I	3	0	3
TOTAL		14	2	15

Senior Year

Semester 1

Course	Title	LT	LB	Cr
DSMM 398	Internship	0	0	6
DSMM 411	Senior Project I	0	0	0
TOTAL		6	0	6

Semester 2

Course	Title	LT	LB	Cr
DSMM 400	Social Media & Digital Marketing Strategy	3	0	3
DSMM 475	Integrated Marketing Communication and Performance Management	3	0	3
DSMM 412	Senior Project II	0	6	3
MGT 475	Business Strategy & Competitive Advantage	3	0	3
XXX 3/4xx	Business elective II	2	0	3
DSMM 410	Case studies in Digital & Social Media Marketing	3	0	3
TOTAL		14	6	18

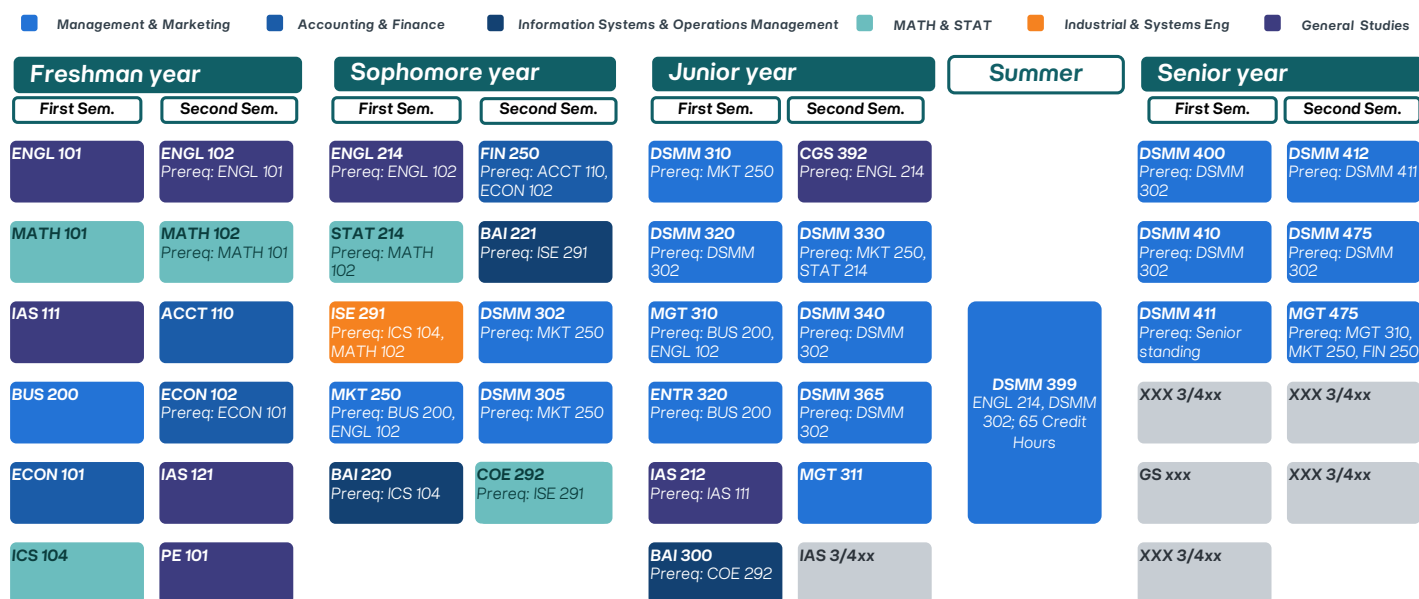


127 CR

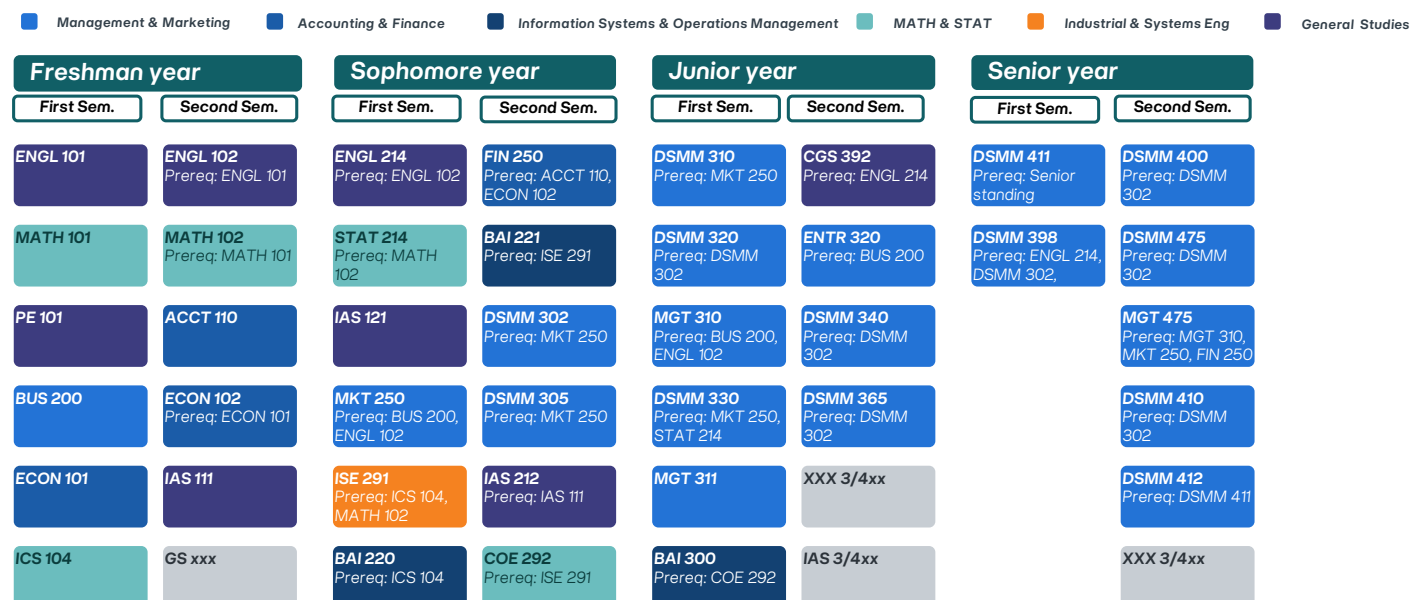
*Prerequisite course

Flowcharts

BS Digital and Social Media Marketing (Summer training)



BS Digital and Social Media Marketing (Internship)



Course Description

BS Digital and Social Media Marketing

Course	DSMM 302: Fundamental of Digital & Social Media Marketing	DSMM 305: Consumer Behavior in the Digital Age	DSMM 330: Marketing Analytics & Computational Decision Making
Course Description	Introduction to Digital & Social Media Marketing, Digital Marketing Strategy, Digital Marketing Planning & Campaign Design, Audience Insights & Consumer Behavior, Content Marketing & Storytelling, Social Media Marketing, Influencer Marketing, Search Engine Optimization (SEO), Paid Media (Search & Display Advertising), Email Marketing & Marketing Automation, Mobile & Emerging Digital Platforms, Digital Analytics, KPIs & Performance Measurement, Marketing Technology & Data-Driven Marketing, Ethics, Sustainability & Responsible Marketing.	Introduction to Consumer Behaviour; consumer behaviour in the digital marketplace; Data-Driven Segmentation, Targeting, and Micro-Personalization; Consumer Motivation and Personality in Digital Environments; Consumer Perception in Digital Environments; Consumer Learning: From Traditional Theories to AI Applications; Consumer Attitude Formation and Change through AI-Powered Persuasion; Consumer Decision-Making Processes in Digital Environments; Omnichannel Consumer Journeys: From Social Commerce to Conversational AI; Digital Communities, Influencer Ecosystems, and Electronic Word-of-Mouth	Introduction to Marketing Analytics and AI-Enabled Decision Making; Data Generation and Management; Data Preparation and Exploratory Data Analysis; Data Visualization and Marketing Dashboards; Customer Analytics and Key Performance Indicators (KPIs); Supervised Learning Methods including Regression Analysis, Neural Networks, and Automated Machine Learning; Unsupervised Learning Methods including Cluster Analysis and Market Basket Analysis; Natural Language Processing and Social Network Analysis; Predictive Analytics I
Pre-requisite	MKT 250	MKT 250	MKT 250 STAT 214
Course	DSMM475: Integrated Marketing Communication & Performance Management	DSMM 465: E-Tailing & Omni channel Management-Elective	DSMM 340: Content Engineering & Digital Brand Management
Course Description	Integrated marketing communications (IMC) systems; customer journey and touchpoint orchestration; coordination of paid, owned, and earned media; AI-enabled audience targeting and personalization; cross-channel analytics and attribution; marketing automation and campaign synchronization; resource allocation and performance optimization; brand consistency and governance; performance dashboards and decision support; ethical data use and digital marketing governance; and capstone IMC strategy integration.	Retail evolution from traditional to digital and AI-enabled commerce; retail business models and platform strategy; retail data infrastructure and decision systems; customer analytics and personalization; dynamic pricing and revenue optimization; demand forecasting and predictive analytics; assortment planning and category management; omnichannel strategy and channel integration; retail supply chain and fulfillment innovation; social commerce and platform-based marketing analytics; retail customer experience and visual merchandising analytic.	Digital brand systems and brand architecture, research-driven brand strategy and positioning, brand meaning and digital brand discourse, social listening and brand data collection, sentiment and text analysis for brand insights, brand voice and identity consistency across channels, reputation risk and brand governance, visual analytics and brand dashboards, content engineering and structured brand content, generative AI for brand expression and adaptation, AI-driven content workflows and personalization, integrated brand systems and governance, ethical and responsible brand management, future trends in digital brand management. Digital brand systems and brand architecture Research-driven brand strategypositioning
Pre-requisite	DSMM 302	MKT 250	DSMM302

Course Description

BS Digital and Social Media Marketing

Course	DSMM 350: Creating Digital Experiences & Journeys	DSMM 400: Social Media & Digital Marketing Strategy	DSMM 310: Viral Marketing & Digital Influence
	Foundations of digital customer experience and customer journey concepts, Customer journey mapping and touchpoint analysis in digital environments, Metrics and analytics for evaluating digital customer experiences, Personalization and customer engagement across digital channels, Design of seamless physical–digital (physical) customer experiences, Digital customer experience technologies (e.g., AI, IoT, extended reality, gamification), Digital marketing mix and customer experience strategy, Data-driven decision making in customer journeys,	Digital marketing strategy foundations; global issues in digital marketing; stakeholder growth and value creation; external social media and digital environment analysis; persona development and stakeholder insights; digital strategy business models; evidence-based decision making; qualitative and quantitative analytics for marketing insights; social media strategy development and implementation;	Foundations of virality: theories, models, and psychological drivers; information diffusion and contagion in digital networks; social currency, emotional triggers, and shareability; meme culture, trends, and participatory content; methodologies for crafting contagious narratives; influencer marketing for viral campaigns, including identification, selection, and collaboration models; financial mechanics of influencer marketing and compensation models;
Pre-requisite	DSMM 302	DSMM 302	MKT 250
Course	DSMM 320: Social Media Crisis Management	DSMM 410 Case Studies in Digital & Social Media Marketing	MGT 475 Business Strategy & Competitive Advantage
	Foundations of social media crisis communication; Proactive risk management; Online reputation management; Crisis response strategies; Real-time crisis communication; Crisis simulation, planning, and recovery	Digital marketing strategy and the digital ecosystem; social media strategy and platform dynamics; digital consumer behavior and decision journeys; content marketing and brand storytelling; influencer marketing and the creator economy; search engine optimization, SEM, and paid digital advertising; e-commerce, social commerce, and omnichannel strategy; marketing analytics, attribution, and data-driven decision making; artificial intelligence and generative AI in marketing; social media crisis communication	Integrated marketing communications (IMC) systems; customer journey and touchpoint orchestration; coordination of paid, owned, and earned media; AI-enabled audience targeting and personalization; cross-channel analytics and attribution; marketing automation and campaign synchronization; resource allocation and performance optimization; brand consistency and governance; performance dashboards and decision support;
Pre-requisite	DSMM 302	DSMM 302	MGT 310 MKT 250 FIN 250

Career Prospects

BS Digital and Social Media Marketing



Digital Marketing & Strategy

- Digital Marketing Manager
- Social Media Strategist
- SEO / SEM Specialist
- Content Strategist / Viral Content Creator
- Growth Marketing Analyst

Brand & Experience

- Brand Manager (Digital)
- UX / CX Strategist
- E-Commerce Manager
- Omnichannel Retail Strategist
- Digital Experience Designer

Analytics & Data

- Marketing Analyst
- Consumer Insights Analyst
- Marketing Data Scientist
- CRM & Automation Specialist
- Performance & Attribution Analyst

Agency & Consulting

- Brand Manager (Digital)
- UX / CX Strategist
- E-Commerce Manager
- Omnichannel Retail Strategist
- Digital Experience Designer

Thank you

