



Faculty of administrative and economic sciences
Self-guidance card- full major in digital marketing/ international
education plan
(129 Credit Hours)

| Prerequisite | Weekly hours | | Credit | Course Name | Course no. | Semester | Level |
|--------------|--------------|-------------|--------|-------------------------------------|------------|-----------------------------|------------|
| | Practical | Theoretical | | | | | |
| - | - | 3 | 3 | Learn how to learn | 0101 | 1 st semester | Level 1 |
| - | 1 | 2 | 3 | Introduction to Computer | 0102 | | |
| - | - | 3 | 3 | English language (I) | 0113 | | |
| - | - | 3 | 3 | Principles of Economics (I) | 4121 | | |
| - | - | 3 | 3 | Principles of Accounting (I) | 4131 | | |
| - | - | 3 | 3 | Principles of Management | 4101 | | |
| 4101 | - | 3 | 3 | Principles of Marketing | 4161 | 2 nd semester | |
| 4101 | - | 3 | 3 | Business Essentials | 4102 | | |
| -- | -- | 3 | 3 | Principles of Statistics | 0103 | | |
| 4121 | -- | 3 | 3 | Principles of Economics (II) | 4122 | | |
| 4131 | -- | 3 | 3 | Principles of Accounting (II) | 4132 | | |
| 4161 | 2 | 1 | 3 | The basics of commercial web design | 4354 | 1 st semester | Level 2 |
| - | - | - | 3 | Optional Specialty | | | |
| - | - | 3 | 3 | Elective University Requirement | | | |
| - | - | 3 | 3 | Arabic language (I) | 0111 | | |
| 4161 | 1 | 2 | 3 | Digital tourism and hotel marketing | 4358 | | |

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| | 1 | - | 1 | Voluntary Work | 0105 | | |
| 4161 | - | 3 | 3 | Service marketing | 4260 | 2 nd semester | |
| 0102+4161 | 2 | 1 | 3 | Computer applications in marketing | 4265 | | |
| 4101 | - | 3 | 3 | Total Quality Management | 4308 | | |
| 0102 | 1 | 2 | 3 | Communication skills in IT | 1150 | | |
| - | - | - | 3 | Optional Specialty | | | |
| 4161 | 1 | 2 | 3 | Integrated electronic marketing communications | 4368 | | |
| 0103 | 1 | 2 | 3 | Applied Statistics | 1204 | | |
| -- | -- | 3 | 3 | Islamic Culture | 0206 | | |
| 4132 | -- | 3 | 3 | Financial Management | 4341 | | |
| - | - | 3 | 3 | Life skills | 0106 | | |
| 4161 | 1 | 2 | 3 | International E-marketing | 4357 | | |
| - | - | - | 3 | Free Course | | | |
| - | - | - | 3 | Free Course | | | 2 nd semester |
| 4161 | - | 3 | 3 | Financial services marketing | 4361 | | |
| - | - | 3 | 3 | Research Methodology | 5303 | | |
| 4161 | 1 | 2 | 3 | Electronic marketing via internet | 4356 | | |
| - | -- | 3 | 3 | Law E_commerce and internet | 4270 | | |
| 4161 | 1 | 2 | 3 | Modern electronic tools in distribution channels | 4400 | 1 st semester | Level 4 |
| 4161 | 1 | 2 | 3 | E_marketing strategies | 4403 | | |
| 4161 | - | 3 | 3 | Sales Administration | 4461 | | |
| - | - | 3 | 3 | Palestine and the Palestinian Cause | 0205 | | |
| - | - | - | 3 | Optional Specialty | | | |
| 4161 | 1 | 2 | 3 | Internet and consumer behavior | 4404 | | |

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| - | - | 3 | 3 | Jerusalem history | 0104 | 2nd semester | |
| - | - | - | 3 | Optional Specialty | | | |
| - | - | 3 | 3 | Marketing research | 4465 | | |
| + 5303 Complete 3rd level | 2 | 1 | 3 | Graduation Project | 4499 | | |