



Master of Business Administration

Digital Marketing Course Descriptions

MBA 527 Marketing Intelligence

Cr Hrs: 3 Prerequisite: MBA 512 Grad Scheme: Letter

This course demonstrates the benefits of using a systematic and analytical approach to marketing decision making. An analytical perspective will enable students to understand how firms can systematically evaluate their strategies for managing the specific opportunities and challenges posed by analytics-driven decision making in today's data era. It will further prepare them to use and execute data analytic techniques on real-life company data and case studies to understand how to solve marketing analytics problems in a scientific and process-driven manner. More specifically, the course will provide a gentle introduction to analytic techniques such as customer choice analysis, conjoint analysis, customer lifetime value analysis, segmentation analysis, and structural equation modeling. After successful completion of this course, students will be well equipped to make return on investment cases for marketing expenditures, which companies are increasingly requesting from their executives.

MBA 529 Marketing Strategy

Cr Hrs: 3 Prerequisite: MBA 512, MBA 515 Grad Scheme: Letter

This upper-level marketing course is one of the capstones for MBA Digital Marketing students. It builds on the "first principles" of marketing strategy approach which unites concepts discussed in previous marketing courses and concentrates on the development and application of value-enhancing strategies. More precisely, it argues that marketing strategies should be designed considering four principles: All customers are different, all customers change, competitors will react to a firm's strategic changes, and every firm must allocate their budget to implement efficient and effective strategies. Students will learn the components and construction of a strategic marketing plan and gain considerable experience in making complex marketing decisions.





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MBA 531 Marketing Research Project

Cr Hrs: 3 Prerequisite: MBA 527 Grad Scheme: Letter

Students in this course will conduct a marketing research project individually or in small groups. The project will aim to answer a marketing-related research question using qualitative or quantitative empirical methods. Further, they learn how to document, present, and discuss their findings. By providing an independent contribution to a complex research project, students will link theory and practice while also acquiring additional social skills through group work. The project includes reviewing literature, devising causal relationship hypotheses, collecting data, and testing hypotheses. Through this practical course, students will gain experience in using empirical methods, particularly data collection and evaluation (e.g., using multivariate analysis methods). The students will have discussions in milestone meetings with the supervisor and a final presentation of their results and implications.

MBA 550 Services Marketing

Cr Hrs: 3 Prerequisite: MBA 512 Grad Scheme: Letter

Services marketing is a core course focusing on market-oriented management of service firms in an evolved and digitalized service landscape as it is the case in the Kingdom of Saudi Arabia. This includes but is not limited to finance, healthcare, education, tourism, consultancy/training, insurance, and telecommunications. The main objective of this course is to enable students to develop and implement effective marketing initiatives in three essential service sectors—business-to-consumer services, business-to-business services, and public services—and train them to apply the extended marketing mix for services marketing. Students will also be introduced to the customer service-oriented mindset and its role in the success or failure of organizations.





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MBA 559 Digital and Social Media Marketing

Cr Hrs: 3 Prerequisite: MBA 512 Grad Scheme: Letter

This core course aims to build a thorough understanding of the digital and social media marketing instruments that serve to achieve an organization's marketing objectives by providing a coherent customer experience along the customer decision journey. The course covers the contemporary methods and approaches of marketing to connected customers with outbound and inbound digital and social media marketing instruments. State of the art methods for measuring the performance and return on investment of these instruments are also discussed.

MBA 552 Global Marketing

Cr Hrs: 3 Prerequisite: MBA 512 Grad Scheme: Letter

The course provides a comprehensive understanding of the issues and challenges inherent in the formulation and implementation of global marketing programs. Such programs must account for international differences among the needs and preferences of customers with varying levels of purchasing power as well as disparate cultures, languages, and climates. Therefore, key emphasis is placed on the various forces affecting international marketing decisions, such as whether a company should internationalize and, if so, which markets it should enter and how. These topics are discussed through the lens of an increasingly global consumer culture.

MBA 571 Integrated Marketing Communications

Cr Hrs: 3 Prerequisite: MBA 512 Grad Scheme: Letter

This course offers an in-depth exploration of all promotional activities that help businesses produce an integrated, market-focused brand message, including direct marketing, advertising, sales promotion, personal selling, public relations, social media, and publicity. While marketing is carefully calculated and planned, this course will also highlight the role of creativity and how brands can appeal to consumers through memorable messaging.





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MBA 580 Consumer Behavior and Insights

Cr Hrs: 3 Prerequisite: MBA 512 Grad Scheme: Letter

The consumer behavior course covers major influences on the buying process, including affect, cognition, and situational and cultural factors. Focusing on the marketing implications of understanding consumer decision-making and behavior, specific topics include attitudes, learning, intentions, product knowledge, involvement, attention, comprehension, social class, consumer decision making, and behavioral change strategies. In addition to the class lectures, key consumer behavior theories, concepts, and processes are emphasized using case studies, client presentations, and a class project in which teams of students conduct an extensive analysis of physical/offline stores from the consumer behavior perspective.

