Master of Science in Digital Marketing and Analytics (MSDMA)

Program Sheet
2023-2024

جامعة الأخوين
AL AKHAWAYN UNIVERSITY
SCHOOL OF BUSINESS ADMINISTRATION

AACSB Business Education Alliance Member

Objective

This program sheet aims to help you navigate the course offerings in the MSDMA. You can use it to anticipate what to expect as you move forward from start to finish. The MSDMA is a 12-month, 30 SCH program. The School of Business Administration (SBA) accepts applications in Fall and Spring semesters. The SBA graduate admissions and outreach committee, composed of SBA faculty members and chaired by the Graduate Programs Coordinator, evaluates applications for acceptance into graduate programs and decides, with the University Language Center, whether or not the admitted student needs additional English or foundation courses prior to starting the academic program.

- Students who meet all academic conditions are accepted to the program with regular status.
- Students whose background does not include the specific requirements may need to take Business foundation courses prior to accessing regular graduate courses.
- Students for whom English is not a mother tongue must achieve a TOEFL score of 550 pts (iBT:79) and obtain a 5.0 score over 6.0 in writing (iBT: 20) in order to be admitted to the regular program.
- In order to be admitted to the AUI Language Center for additional study of English before enrolling in the regular degree program, students must have achieved TOEFL scores of at least 500 pts (iBT 61).

ENGLISH LANGUAGE COURSES

English language courses are assigned by the Language Center during admission based on the TOEFL placement test results. English language courses be taken prior to embarking on the foundation courses, if any, and the academic program per se. Language courses are offered in a face-to-face mode on a non-credit, Pass/Fail basis. The Intensive English Program of the Language Center is accredited by the Commission on English Language Program Accreditation (www.cea-accredit.org).

ALL COURSES ARE NON-CREDIT, 0 SCH MET/NOT MET:

- ALS 1001: ACADEMIC LISTENING, SPEAKING, AND
- NOTE-TAKING I
- ALS 1002: ACADEMIC LISTENING, SPEAKING, AND
- NOTE-TAKING II
- ARD 1001: ACADEMIC READING I
- ARD 1002: ACADEMIC READING II
- AWG 1001: ACADEMIC WRITING AND GRAMMAR I
- AWG 1002: ACADEMIC WRITING AND GRAMMAR II

FOUNDATION COURSES

Foundation courses are assigned during admission. Assignment depends on previous degree(s) earned. Foundation courses are taken face to face on a noncredit, Pass/Fail basis. The procedures for seeking exemptions from assigned foundation courses are explained in the SBA Student Handbook. If students fail two foundation courses, they are automatically dismissed from the program. Grades earned taking foundation courses will not be computed in the student's GPA.

ALL COURSES ARE NON-CREDIT, 0 SCH:

- ACC 2201: Foundations of Accounting
- ECO 2101: Foundations of Economics
- FIN 3101: Foundations of Finance
- GBU 3201: Basics of Quantitative Methods
- MGT 3101: Foundations of Management
- MKT 3201: Foundations of Marketing

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Program

Digital Marketing Core (9 credits)

- MKT 5302 Fundamentals of Digital and Social Media Marketing
- GBU 5308 E-commerce
- MKT5305 Advanced Marketing Management

Analytics Core (12 credits)

- MKT 5311 Web and Social Media Marketing and Analytics
- GBU 5313 Data mining
- MKT 5304 Applied Marketing models
- MKT 5307 Marketing Research

1 elective from the list below (3 credits)

- MKT 5316 Advanced Consumer Behavior
- MKT 5308 Services Marketing
- MKT 5310 Advertising and Promotion Management
- MKT 5306 International Marketing
- MKT 5399 Special Topics in Marketing

Final Project 6 credits

- MKT 5312-Digital marketing research project
- MKT 5313-Digital marketing capstone

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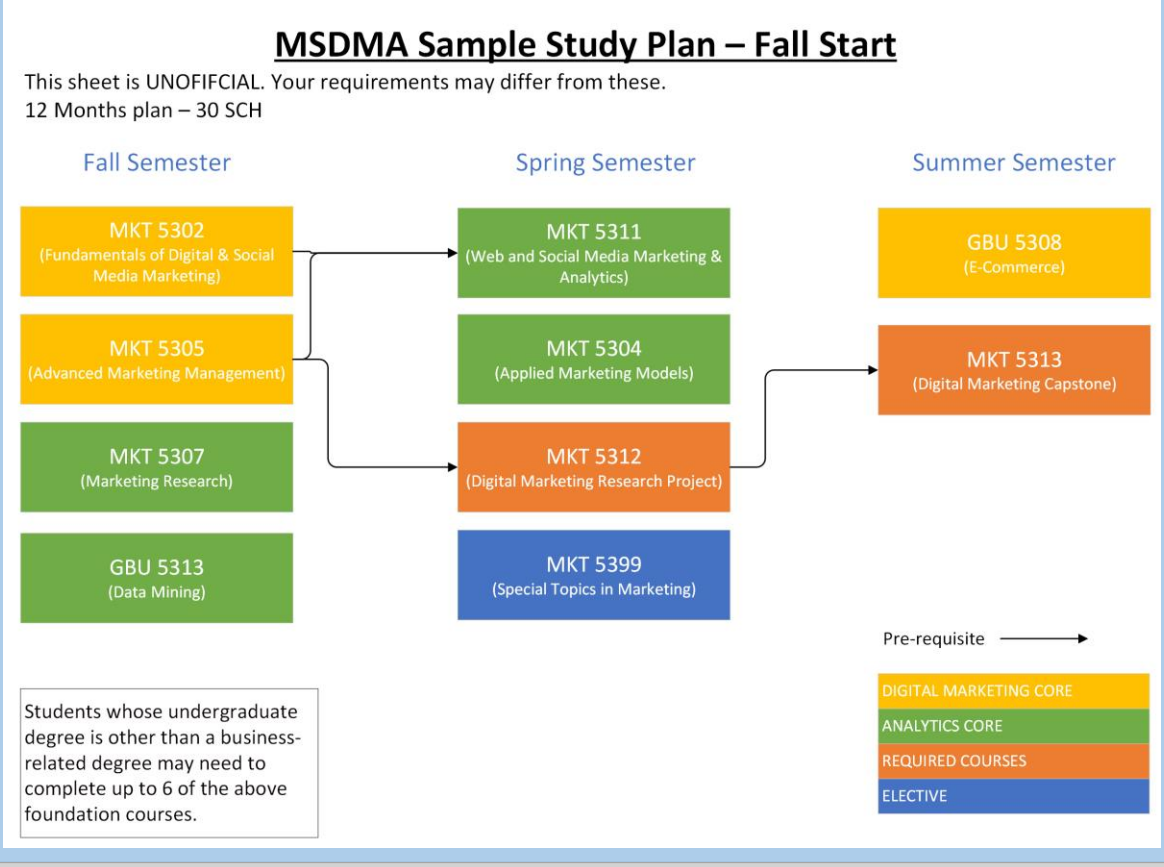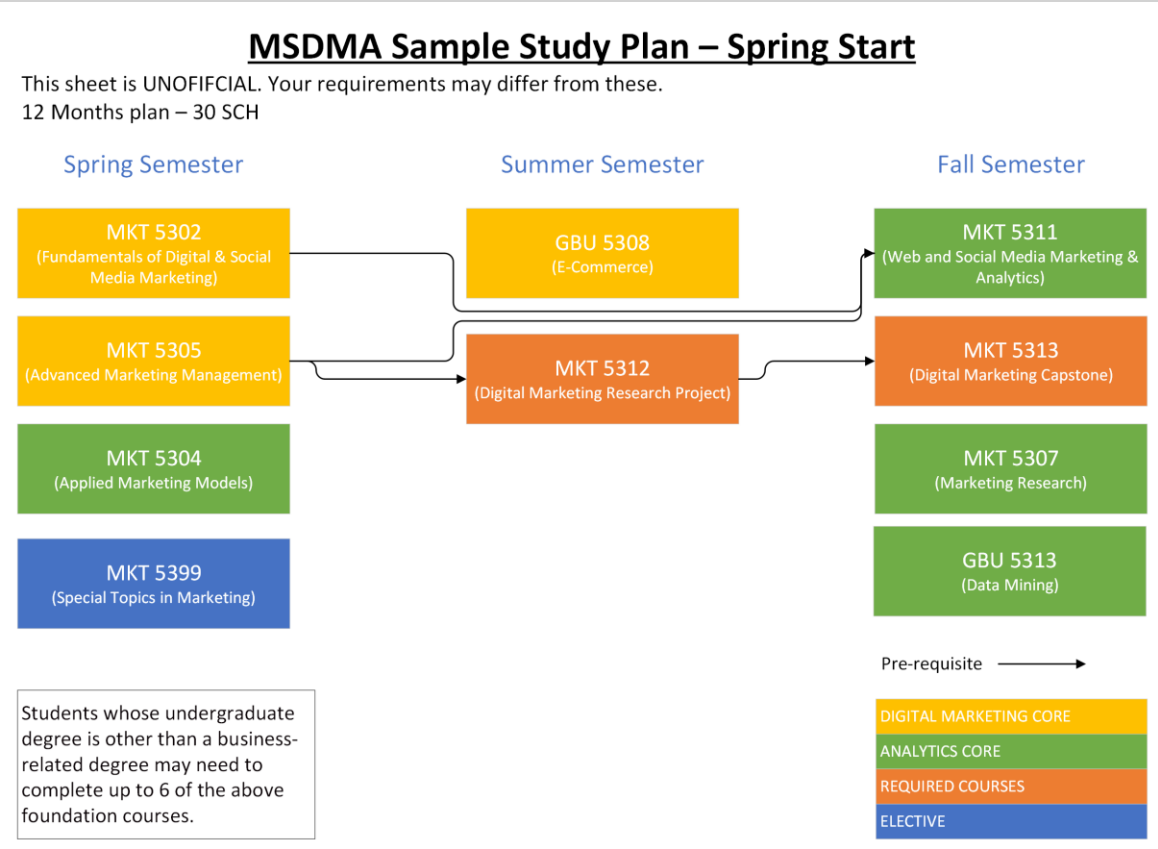
As a MSDMA student can start in either Fall or Spring, there are two possible scenarios to graduate in 12 months.