



Applied College E-Marketing Diploma Program

Level 1

Course title	English Language (1)
Course code	ENG 101
Credit hours	3
Medium of instruction	English
Course specification	English Language (1) ENG 101 is taught at the first level for 3 credit hours.

Course title	Computer applications in business
Course code	OMP 100
Credit hours	3
Medium of instruction	English
Course specification	This course Computer application in business (OMP100) taught in First Level of first Year; has 3 credit Hours. This course covers the fundamentals of computer and computer nomenclature, particularly for personal computer hardware and software used in today's business environment. Students will survey and use business applications programs utilizing pre-written programs that include word processing, spreadsheets, databases, presentation graphics and web browsers. Students completing the course will have a solid understanding of computer concepts, how to use computers in today's business world, and how to access information on the World Wide Web.



Course title	Principles of Management
Course cod	OMP 130
Credit hours	3
Medium of instruction	Arabic
Course specification	Principle of Management (OMP130) taught in First Level of first Year; has 3credit Hours. This course covers The basic concept of management and its different levels and the most important theories that explained the development of management thought, the functions of management through a basic understanding of planning, organizing, , directing and controlling. This course will study different types of organizational functions.

Course title	Principles of marketing
Course code	MAP 100
Credit hours	3
Medium of instruction	English
Course specification	Principles of Marketing (MAP100) taught in the first level, first year. It has four credit hours, which covers the basic concepts of marketing and perspectives of the functions, institutions, methods, and problems of marketing goods and services through traditional paths as well as, through e-business.

Course title	Administrative Communications
Course code	OMP 103
Credit hours	3
Medium of instruction	Arabic
Course specification	Administrative Communications course (OMP103) has 3 credit hours presents an overview of business communications, including international considerations, and focuses on constructing, formatting and proofreading good news, bad news, and persuasive business messages as well as business reports and proposals. Additionally, the course familiarizes Students with some of the job interviewing



	techniques and enable them to prepare an effective employment package consisting of resumes and application letters.
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Course title	Selling Professionally
Course code	MAP122
Credit hours	3
Medium of instruction	English
Course specification	Principle of Selling (MAP120) taught in First Level; has 3 credit Hours Course topics include the selling process, the buying process, creating value in buyer-seller relationships, prospecting, sales call planning, communicating the message, negotiating for win-win solutions, closing the sale, as well as how to motivate, compensate and train salespeople.

Level 2:

Course title	English Language (2)
Course code	ENG 102
Credit hours	3
Medium of instruction	English
Course specification	English Language (2) ENG 102 is taught at the second level of first year for 3 credit hours.

Course title	Integrated marketing communication
Course code	MAP 150
Credit hours	3
Medium of instruction	English
Course specification	Integrated marketing communications (MAP150) taught in third Level of First Year; has 4 credit Hours. This course introduces students to the concept of integrated marketing communication by exploring the five elements of promotion: Advertising, public relations, personal selling, sales promotion, and direct marketing, as well as studying the effect of integrated marketing communication to



	organizations' trade make. In addition to e-communications
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Course title	Marketing Strategies
Course code	MAP 103
Credit hours	3
Medium of instruction	Arabic
Course specification	Marketing strategies course (MAP103) has 4 credit hours, covers all the concepts and tools need to develop a marketing strategy. Begin by understanding consumers and the market research, positioning, the marketing mix, and campaign planning.

Course title	Multimedia marketing applications
Course code	MAP 111
Credit hours	3
Medium of instruction	Arabic
Course specification	Multimedia in Marketing Application taught in Second Level of first Year. This course covers an introduction to current multimedia used in marketing application. Student will study the components and elements of multimedia such as : Written texts , pictures , sounds , video and digital video. Also, how to create interactive multimedia and use it in marketing application using specific programs such as PowerPoint.

Course title	Electronic Marketing
Course code	MAP 110
Credit hours	3
Medium of instruction	English
Course specification	This course Electronic Marketing (MAP110) focuses on the concept and objectives of e-marketing and its applications, and the use of the Internet and other technologies as tools for effective marketing. Students will learn how these technologies affect the marketing environment and consumers.



Course title	Consumer Behavior
Course code	MAP 130
Credit hours	3
Medium of instruction	Arabic
Course specification	This course Consumer Behavior(MAP130) taught in Level 2, First Year, 4 credit hours introduce students to the basic concepts of consumer behavior, retail tools and replacement commodity. It also focuses on studying the needs and motivations of the consumer, his learning methods and the characteristics of his administrations. In addition to shedding light on the personality and trends of the consumer and the role of reference groups family, cultural and social factors and environmental conditions in determining their perceived behavior

Exit Point

Course title	Internship
Course code	MAP 190
Credit hours	6
Medium of instruction	English
Course specification	This course is taught after finishing the first year for students who want to graduate with Associate diploma.

Level 3

Course title	Marketing Terminology in English Language
Course code	MAP 202
Credit hours	3
Medium of instruction	English
Course specification	This course is aimed at college-level students in the field of marketing. It focuses particularly on the relevant terminology and communication skills needed to work efficiently in marketing using English language. It also enhances students' skills in reading, listening, and speaking.



Course title	Marketing channel Management
Course code	MAP 221
Credit hours	3
Medium of instruction	Arabic
Course specification	. The course Marketing Channel Management (MAP221) taught in Third Level –second year presents an integrated approach to distribution strategy and retail channel management. It addresses analytic, strategic and managerial aspects of distribution (the creation of product and service availability through marketing channels) and retail marketing (the management and marketing assortments of merchandise for direct sale to the consumer). Typically, topics include: marketing channel structure and functions, the retailing industry, channel design, channel structure, distribution intensity, retail product selection, , retail buying, retailer’s own brands, channel integration, wholesaling, strategic alliances in distribution, international retailing, non-store retailing, electronic retailing and electronic distribution channels

Course title	Intermediate Graphic design
Course code	MAP 212
Credit hours	3
Medium of instruction	English
Course specification	The Intermediate Graphic design course has 4 credit hours and offers an overview of about the theoretical framework for advertising design and acquiring basic skills for designing advertising publications. Also, the course gives students the ability to practice advertising work and apply it in the real applications.

Course title	Marketing ethics
Course code	MAP 231
Credit hours	3
Medium of instruction	Arabic



Course specification	The course Marketing channel Management (MAP221) taught in Third Level –second year presents an integrated approach to distribution strategy and retail channel management. It addresses analytic, strategic and managerial aspects of distribution (the creation of product and service availability through marketing channels) and retail marketing (the management and marketing assortments of merchandise for direct sale to the consumer). Typically, topics include: marketing channel structure and functions, the retailing industry, channel design, channel structure, distribution intensity, retail product selection, , retail buying, retailer’s own brands, channel integration, wholesaling, strategic alliances in distribution, international retailing, non-store retailing, electronic retailing and electronic distribution channels
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Course title	Market Research
Course code	MAP 201
Credit hours	3
Medium of instruction	Arabic
Course specification	The market Research (MAP 201) course is taught in the fifth level, second year this course helps students understand the nature, scope, complexities and process of defining a business and research question. The learning focus is on developing business research skills, so as to facilitate managerial decision making. The course aims to equip students with the key concepts and methods of marketing research, and allow student to understand how to apply those tools to solve real-life business problems

Course title	Advertising & Promotion
Course code	MAP 251
Credit hours	3
Medium of instruction	Arabic
	communications, consumer and legal



Course specification	viewpoints. Emphasis on media selection, sales promotion and creative development of advertising. This course will address traditional and electronic advertising.
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Course title	Marketing Services
Course code	MAP 240
Credit hours	3
Medium of instruction	English
Course specification	The Service Marketing (MAP 240) course is taught in the third level, The course is designed to develop an understanding of the 'state of the art' of service management thinking by learning skills of marketing of services, to understand the importance and role of services in the total marketing concept and to have an understanding about the conceptual issues in service marketing. Participants get an in-depth understanding of the unique challenges inherent in managing and delivering quality services.

Course title	Brand Management
Course code	MAP 242
Credit hours	3
Medium of instruction	Arabic
Course specification	The Brand Management course (MAP 242) is taught at the Third level-second year. This course helps students learn the basics of product and brand management. The goal of product management is to make students aware of product levels, product strategy, product development, making product decisions, understanding the product life cycle, and the responsibilities associated with the product manager. Brand Management also provides an understanding of issues in building and maintaining brands, brand positioning, strategic brand management, brand portfolio strategies, brand planning and equity.



Course title	Principles of Statistics
Course code	ACP 101
Credit hours	3
Medium of instruction	Arabic
Course specification	<p>Principle of Statistics (ACP 101) taught in First Level of first Year; has 3 credit Hours</p> <p>This course presents basic statistical concepts and methods commonly used to make data-based decisions in business applications. Definition and branches of Statistics, Types of Data, Data Collection and Sampling Techniques and Methods, Presenting data in graphs and tables, Measures of central tendency, Measures of dispersion, and introduction to probability in addition to linear regression.</p> <p>We teach the course from an applied perspective and include a software-use component to enable students to gain hands-on experience with conducting statistical analysis using spreadsheets & statistical software.</p>

Level 4

Course title	Internship
Course code	MAP 290
Credit hours	6
Medium of instruction	English
Course specification	This course is taught at the fourth level for 6 credit hours.