

Curriculum

COURSE CODE	COURSE TITLE	COURSE CODE	COURSE TITLE	COURSE CODE	COURSE TITLE
General Education Requirements: 33 Credit Hours					
ARL 101	Communication Skills in Arabic	ENG 200	English II	FWS 205	UAE and GCC Society
FWS 211	Fundamentals of Emotional Intelligence	FWS 212	Artificial Intelligence for Business	FWS 305	Technical Communications for Workplace
FWS 310	Fundamentals of Innovation and Entrepreneurship	ISL 100	Islamic Culture	ITD 100	Introduction to Information and Digital Technology
MTB 101	Mathematics for Business	STT 100	General Statistics		
College Requirements: 45 Credit Hours					
ACC 200	Principles of Financial Accounting	ACC 201	Principles of Managerial Accounting	BUS 102	Introduction to Business
BUS 204	Business Research Methods	BUS 301	Business Law	BUS 306	Applied Management Science
ECO 201	Principles of Microeconomics	ECO 202	Principles of Macroeconomics	FIN 200	Principles of Finance
MGT 255	Management and Organizational Behavior	MGT 308	Operations Management	MGT 402	International Business Management
MGT 406	Strategic Management	MIS 200	Introduction to Management Information Systems	MKT 200	Principles of Marketing
Major Requirements: 30 Credit Hours					
MKT 301	Consumer Behavior	MKT 304	Marketing Communication	MKT 305	Marketing Research
MKT 307	Services Marketing	MKT 308	Social Media Marketing	MKT 399	Internship/Project in Marketing
MKT 408	Applied Digital Marketing	MKT 409	Digital Marketing Analytics	ITE 414	Introduction to E-Commerce
ITE 415	Advanced E-Commerce Concepts and Technologies				
Major Electives (Select two courses): 6 Credit hours					
MAC 314	Communication Strategy in Advertising	MKT 303	Retail Marketing	MKT 401	International Marketing
MKT 499	Special Topics in Marketing				
Two Open Electives: 6 Credit Hours					
ELECT - 1	Elective 1	ELECT - 2	Elective 2		

- Completion of three (3) Major Requirement Courses plus ninety (90) credit hours to be eligible for Internship course (MGT 399-I).
- The internship course normally starts during year 4 for a total of 16 weeks before student's graduation.



BACHELOR OF BUSINESS ADMINISTRATION IN DIGITAL MARKETING COMMUNICATIONS

Program Overview

Digital Marketing Communications is an interdisciplinary concentration that combines, technology, social media, marketing, advertising, and communication that prepares graduates to work in all sectors and industries. Studying Digital Marketing Communications prepares students to start their own business in social media marketing and provides them with the skills to work as part of a team in large organizations.

Digital media and information technology have fundamentally altered the operations of businesses around the globe over the last decade. Digital marketing is now integral to all aspects of marketing and business growth. The traditional advertising and promotion models are being rapidly replaced by online communications modes through mobile, social media and other evolving online channels. Such changes increase the need for highly qualified graduates with relevant knowledge and skills in the field of digital marketing.

According to the Internet World Statistics, about 93% of the UAE population are Internet users. Compared to the global average, UAE has experienced a much higher rate of growth in internet and mobile use. Internet users in the UAE are spending a lot more time online compared to the global average. In addition, UAE residents are known to quickly adopt advanced technology and 37% of their time spent online is devoted to social media/online networking, which has rapidly increased the use of digital marketing tools to reach target customers.

The goal of the BBA in Digital Marketing Communications is to provide students with the required knowledge of online marketing infrastructure and the necessary marketing skills to gain entry into this exciting, growing, creative and rewarding profession.

BBA in Digital Marketing Communication graduates will be able to

- Communicate organizational topics effectively in written and/or verbal form.
- Elaborate key aspects of organizational sustainability in business environment
- Apply analytical and critical thinking to specialized business problems
- Employ information technology in solving business problems.
- Explore how organizations are influenced by the international environment.
- Apply the principles of teamwork and collaboration.
- Articulate theoretical knowledge of the functional and/or cross-functional areas of business.
- Analyze consumer markets and buyer behavior to create customer satisfaction for building market oriented strategy.
- Conduct marketing research, analyze research results and recommend marketing strategies on the basis of the research results.
- Design and implement the digital marketing and communication strategies.
- Develop sustainable marketing activities that are socially and environmentally responsible to meet both the immediate and future needs of customers and the company.

Faculty Profile

Dr. Kiran Nair - Associate Professor in Marketing

Dr. Kiran Nair is an Associate Professor in Marketing at the College of Business, Abu Dhabi University. He earned his Ph.D. in Marketing with more than six years of academic experience teaching marketing-related courses for undergraduate and Master's programs. Dr. Kiran's research interests are Digital and Social Media Marketing, Brand Management, Consumer Behaviour, Sustainability, etc., and has published several academic papers in international peer-reviewed journals. With over 17 years of industry experience, Dr. Kiran has successfully led global organizations' marketing, sales, business development, and supply chain operations across the Middle East, Africa, and India before joining academics.

