

Philadelphia University
Faculty of Business
Department of E-Marketing and Social Media

Bachelor of Electronic Marketing and Social Media
Study Plan (2024/2025)

132 Credit Hours

First: University Requirements (27 Credit Hours)

A. University Compulsory (18 Credit Hours)

Course No.	Course Title	Course Type**	Cr.	Pre-req.
0115001	Military Science*	E	3	-
0116101	National Education	E	3	-
0116103	Communication Skills (Arabic) Language	P	3	0116099
0116107	Communication Skills (English 1)	P	3	0116098
0116108	Communication Skills (English 2)	P	3	0116107
0116102	Leadership Skills, Creativity and Entrepreneurship	E	3	-
0116109	Student Community Services	E	0	-
A. University Electives (9 Credit Hours)				
Course No.	Course Title	Course Type**	Cr.	Pre-req.
0116105	Thinking Skills	B	3	-
0116111	Language Skills (1) (European or Eastern Language)	B	3	-
0116112	Language Skills (2) (European or Eastern Language)	B	3	0116111
0116113	Language Skills (3) (European or Eastern Language)	B	3	0116112
0116114	Introduction of Project Management	B	3	-
0116143	Legal Culture	B	3	-
0116106	Economics Literacy	B	3	-
0216104	Digital Culture	B	3	-

* Mandatory requirement for Jordanian students and optional for non-Jordanian students.

Note: Students should set for Placement Examination in Arabic, English and Computer Skills. Those who fail these exams should study remedial courses.

(0116098) Remedial English

(0116099) Remedial Arabic

(0216099) Remedial Computer

****Course Type**

Physical (P)

Blended (B)

Electronic (E)

Second: Faculty Requirements (18 Credit Hours)

Course No.	Course Title	Course Type**	Cr.	Pre-req.
0216116	Business Mathematics for Business	P	3	-
0311100	Financial Accounting (1)	P	3	-
0322150	Principles of Microeconomics	P	3	-
0330100	Introduction to Management	B	3	-
0330200	Administrative Communication Skills (1)	B	3	0116107
0352110	Principles of Marketing	B	3	-

Third: Department Requirements (87 Credit Hours)

A. Department Compulsory (81 Credit Hours)

Course No.	Course Title	Course Type**	Cr.	Pre-req.
0330248	Management Information Systems	B	3	0216099
0380260	Scientific Research Methods for Business	B	3	-
0380122	Principles of Business Statistics	B	3	-
0322151	Principles of Macroeconomics	P	3	-
0320211	Financial Management	P	3	-
0352200	Principles of Electronic Marketing	B	3	-
0352211	Sales Management	B	3	-
0352205	Electronic Business	B	3	0330248
0352222	Branding Strategy	P	3	-
0330230	Operations and Supply Chain Logistics Management	P	3	40 Cr.
0352210	Online Consumer Behavior	B	3	-
0352215	Communication And Technology Skills	B	3	0330200
0352231	Marketing through Social Networks	B	3	-
0330303	Business Law and Ethics	E	3	-
0352310	Electronic Marketing Communications	B	3	0352200
0352315	Electronic Marketing Strategies	P	3	0352200
0350314	Marketing Services	B	3	0352110
0352320	Marketing Information Systems	B	3	0352310
0352321	Marketing management	B	3	0352110
0352332	Customer Relationship Management	P	3	-
0352218	The Basics of Multimedia	B	3	-
0352325	Graphic Design	B	3	40 Cr.
0352334	Electronic Distribution Channels	B	3	60 Cr.
0352415	Market Research and Analysis	P	3	80 Cr.
0352420	Advertising Technology	B	3	80 Cr.
0352425	Web Design and Analysis	B	3	90 Cr.
0352430	Search Engine Marketing	B	3	90 Cr.
0352435	Contemporary Issues in Electronic Marketing	P	3	90 Cr.
0352450	Internship	B	3	90 Cr.

B. Department Electives (6 Credit Hours):

Course No.	Course Title	Course Type**	Cr.	Pre-req.
0352330	Digital Content Creation	B	3	60 Cr.
0352410	Digital Storytelling	B	3	60 Cr.
0322210	Principles of Programming	B	3	---
1230223	Digital Photography	B	3	---