

Digital Marketing Communications Track

Course Title	Customer Relationship Management	Course Code	DMC 300
pre-requisite	Credit Hours	Practical	Lecture
nothing	३	२	२
Course description	The student learns about the concept of customer relationship management and its importance in the marketing process. The student classifies the functions of relationship management. With customers, the student develops strategies for building good relationships with customers in organizations. The student is able to solve problems with customers and involve them in the organization's communications. He learns to analyze customers and identify their types, means of customer service, the importance of verbal and non-verbal communication in managing relationships with customers, programs Relationship management. With customers, using modern technology to manage customer relationships		

Course Title	Public relations Marketing	Course Code	DMC 301
pre-requisite	Credit Hours	Practical	Lecture
nothing	३	२	२
Course description	The concept of marketing, the elements of the marketing mix (product - pricing - commodity - promotion), the elements of the promotional mix (public relations - advertising - personal selling - direct marketing - sponsorship - e-marketing) and the position of public relations within the promotional mix, the relationship between marketing and public relations, history The development of public relations, integration between marketing and public relations, elements of marketing in the era of information technology.		

Course Title	Artificial Intelligence Applications in Marketing Communications	Course Code	DMC 400
pre-requisite	Credit Hours	Practical	Lecture
nothing	३	२	२
Course description	This course aims to introduce the student to the concept of artificial intelligence and marketing application, learn about marketing strategies and programs in business establishments, the latest marketing communications strategies, clarify the role of companies, methods and strategies for dealing with the media, organize public seminars to respond to problems, improve the image of the industrial enterprise, and organize departments related to industrial work in Managing marketing and marketing programs		

	in these institutions and using digital media applications to build a good image of the institution.
--	--

Course Title	Market Research	Course Code	DMC 401
pre-requisite	Credit Hours	Practical	Lecture
nothing	۳	۲	۲
Course description	This course aims to introduce the student to the nature of market research and its importance for making marketing decisions and to provide him with a theoretical framework for the scientific market research process, in addition to introducing the student to the tools used in collecting, analyzing and interpreting data. It also aims to introduce the student to the measurement process in market research and methods of collecting marketing data. It also aims to provide the student with Skills for conducting market research. It also aims to introduce research into goods and services development and product innovation research.		

Course Title	Contemporary Trends in Marketing	Course Code	DMC 402
pre-requisite	Credit Hours	Practical	Lecture
nothing	۳	۲	۲
Course description	The course discusses several contemporary marketing topics that are of interest to marketing researchers and managers at the time the course is presented. The course provides the opportunity for students to evaluate the effects of contemporary developments in both marketing thought and practice on marketing strategies and programs in businesses. The course includes a mixture of lectures, discussions, readings, exercises, assignments, a critical review of the literature, and inviting some researchers and marketing managers in business establishments to present the results of their recent research and their experience in the field of marketing to the students and discuss them with them. The course topics may vary from one semester to another.		

Course Title	Graduation projects	Course Code	DMC 403
pre-requisite	Credit Hours	Practical	Lecture
nothing	۳	۶	-
Course description	Male and female students are divided into groups under the supervision of the department administration. Each group plans the project and then the group members complete all the necessary steps to produce a radio work, such as collecting, editing, discussing, producing and directing the media material.		