

CBM Undergraduate Programs

Bachelor of Business Administration in Digital Marketing and Social Media

The BBA in Digital Marketing and Social Media at the American University of Bahrain is a 4-year undergraduate curriculum that prepares students for careers in industry, marketing companies, and social media platforms, as well as for advanced study. The goal of the Bachelor of Digital Marketing and Social Media is to prepare students to comprehensively manage and solve marketing tasks and to connect marketing with other fields. Moreover, the concentration in marketing and social media allows students to apply the gained knowledge of popular social channels in the context of growing business. Graduates of the Bachelor of Digital Marketing and Social Media can pursue a wide range of activities such as social media coordinators, marketing directors, social media managers, marketing communications managers, video/audio producer and web developer.

Program Learning Outcomes (PLOs)

Graduates of the BBA in Digital Marketing and Social Media program are expected to achieve the following knowledge, skills, and professional competencies:

- ✓ Demonstrate critical understanding of the principles and concepts of business, marketing, and digital marketing, including relevant theories in associated fields of knowledge.
- ✓ Apply appropriate methods of business, marketing, and digital marketing research and practice and create effective content, materials, and campaigns using industry standard software and tools.
- ✓ Use qualitative and quantitative methods to analyze current and potential marketing and business-related problems facing an organization and recommend solutions.
- ✓ Demonstrate effective oral and written communication skills, including the ability to develop coherent arguments in the context of the business, marketing, and digital marketing environment.
- ✓ Demonstrate the ability to work individually and collaboratively with team members and managers from other core business functions to address marketing and business needs.
- ✓ Demonstrate creativity and innovation in the planning, creation, and implementation of business and marketing strategies.

Program Structure

All students pursuing the Bachelor of Business Administration in Digital Marketing and Social Media must complete a minimum of 125 credits with a cumulative GPA of 2.0 or better. Specifically, the requirements are as follows:

- A minimum of 38 credits of general education requirements
- A minimum of 39 credits of business core requirements
- A minimum of 33 credits of major requirements
- A minimum of 9 credits of major electives
- A minimum of 6 credits of professional elective options

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Curriculum Plan – BBA in Digital Marketing and Social Media

Course Code	Course Title	CH	Pre-requisites
General Education Requirements		38	
National Requirements		7	
ARHG 104/ARHG 101	Arabic for Arabic Speakers/Arabic for Non-Arabic Speakers	3	
ARHG 106	Modern History of Bahrain	2	
ARHG 107	Human Rights	2	
English Requirements		6	
ENGL 101	Composition I	3	
ENGL 102	Composition II	3	ENGL 101
Mathematics Requirements		6	
MATH 115	Introduction to Probability and Statistics	3	
MATH 130	College Algebra	3	
MATH 131	Finite Math with Calculus	3	
*Students can be exempted from these courses if they successfully completed any 100 level (NQF level 5) math course.			
**Students must choose between MATH 130 or MATH 131.			
ICT Requirements		3	
COSC 101	Introduction to Computing	3	
Lifelong Learning Requirements		1	
UNSS 101	University Success	1	
Social and Behavioral Science Requirements		3	
ENGL 205	Business Communication	3	
Natural Science Requirements		4	
Students should complete a minimum of 4 credits, including at least 1 credit lab from the Natural Science list of the general Education tabulated below.			
Arts and Humanities Requirements		3	
Students should complete a minimum of 3 credits from the Arts and Humanities list of the general Education tabulated below			
Free General Education Electives		5	
A minimum of 5 credits can be taken from any of the General Education courses (Free General Education Electives) listed below.			
Mathematics List			
MATH 153	Calculus I	4	
MATH 154	Calculus II	4	MATH 153
MATH 252	Calculus III	4	MATH 154
MATH 203	Discrete Mathematics	3	MATH 153
MATH 255	Introduction to Linear Algebra	3	MATH 153
MATH 260	Probability and Statistics	4	MATH 154
Arts and Humanities List			
ANTH 152	Introduction to Cultural Anthropology	3	
HUMS 101	Forms and Ideas in the Humanities	3	
HIST 201	World History	3	
TURK 101	Turkish for Beginners	3	
CCHN 101	Spoken Mandarin	3	
COMS 356	Intercultural Communication	3	ENGL 101
PHIL 101	Introduction to Philosophy	3	
PHIL 201	Oriental and Islamic Philosophy	3	
ENGL 103	Public Speaking	3	
CULT 101	Cultural Criticism	2	ENGL 101
MUSC 101	Music Appreciation	2	
Natural Sciences List			
BIOL 101	Principles of Biology I	3	co-requisite BIOL 101L
BIOL 101L	Principles of Biology I Laboratory	1	co-requisite BIOL 101
CHEM 101	Introductory Chemistry	3	co-requisite of CHEM 101L
CHEM 101L	Introductory Chemistry Laboratory	1	co-requisite of CHEM 101
CHEM 103	General Chemistry	3	co-requisite of CHEM 103L
CHEM 103L	General Chemistry Laboratory	1	co-requisite of CHEM 103
PHYS 101	Principles of Physics I	3	co-requisite of PHYS 101L
PHYS 101L	Principles of Physics I Laboratory	1	co-requisite of PHYS 101
PHYS 102	Principles of Physics II	3	PHYS 101, PHYS 101L, MATH 153, co-requisite: PHYS 102L
PHYS 102L	Principles of Physics II Laboratory	1	PHYS 101, PHYS 101L, MATH 153, co-requisite: PHYS 102
ASTR 352	Current Developments in Astronomy	3	co-requisite of ASTR 352L
ASTR 352L	Current Developments in Astronomy Laboratory	1	co-requisite of ASTR 352
ENVS 201	Environmental Science	3	co-requisite of ENVS 201L
ENVS 201L	Environmental Science Laboratory	1	co-requisite of ENVS 201
Social and Behavioral Sciences List			
PSYC 101	Introduction to Psychology	3	
SOCs 101	Introduction to Sociology	3	
SUST 101	Principles of Sustainability	3	
POLS 321	Comparative Political Ideologies	3	
PSYC 202	Mind Matters: A Practical Exploration	3	
MDIA 101	New Media and Society	2	

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Program Core Requirements	Total Credits	39
ACCT 201	Introduction to Financial Accounting	3
ACCT 202	Introduction to Managerial Accounting	3 ACCT 201
BUSN 101	Introduction to Business	3
BUSN 301	Business Law	3 Minimum of 60 credits
ECON 201	Principles of Microeconomics	3
ECON 202	Principles of Macroeconomics	3 ECON 201
FINC 201	Essentials of Financial Analysis	3 ACCT 201
MGMT 101	Principles of Management	3
MGMT 205	Organizational Behavior	3 MGMT 101
MGMT 350	Business Ethics	3 If CBM Student: MGMT 205, co-requisite: ENGL 205 If CEC Student: ENGR 100, ENGR 205
MGMT 410	Business Policy and Strategic Management	3 If CBM Student: MGMT 101, minimum 75 credits If CEC Student: ENGR 401, Passing 75 Credits
MRKG 101	Principles of Marketing	3
MSYS 201	Principles of Management Information Systems	3
Program Major Requirements	Total Credits	33
DSGN 141	Computer Culture I	3
MRKG 201	Consumer Behavior	3 MRKG 101
MRKG 202	Online Marketing Channels	3
MRKG 302	Marketing Strategy and Planning in a Digital World	3 MRKG 101, MRKG 202 Minimum 60 credits
MRKG 401	Principles of Marketing Research	3 MATH 115, Minimum 70 credits
MRKG 421	Data Analytics and Visualization	3 Minimum 60 credits, MRKG 101, MRKG 202
MRKG 431	Contemporary Issues in Social Media Campaigns	3 Minimum 60 credits, MRKG 101, MRKG 202
MGMT 430	Project Management	3 FINC 201, ACCT 202, ENGL 205, Minimum of 70 Credits
MRKG 499	Capstone Project	6 MRKG 401, CGPA of 2.00, Minimum of 90 credits
MRKG 480	Marketing Internship	3 Minimum 90 credits, CGPA of 2.00, MRKG 101, MGMT 101, FINC 201
Program Major Electives Options	Total Credits	9
Students pursuing BBA in Digital Marketing and Social Media must complete a minimum of nine major elective credits.		
DSGN 301	Web Design	3 If CBM Student: Minimum 60 credits
MGMT 305	International Business	3 If CBM Student: MGMT 205 , ECON 202 If CEC Student: ENGR 100, ENGR 342
MGMT 313	Managing Change and Innovation	3 MGMT 205
MGMT 403	Entrepreneurship	3 MGMT 101, Minimum of 60 Credits
MRKG 310	Integrated Marketing Communications in a Digital World	3 MRKG 101, Minimum 60 credits
MRKG 410	Services Marketing	3 MRKG 201, Minimum 60 credits
BUSN 410	Artificial Intelligence for Business	3 MATH 115 or MATH 153, ENGL 102, COSC 101 or MSYS 201, Minimum of 60 Credits
Professional Elective Options	Total Credits	6
Students pursuing a BBA in Digital Marketing and Social Media must complete a minimum of 6 Professional Elective credits. Professional Elective credits may be earned via any course offered at or above the 200 level.		
Program Total Credits		125



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Proposed Study Plan (BBA in DMSM) - AY 2025 - 2026

First Year

1 st Semester				2 nd Semester			
Course Code	Course Title	CH	Pre-requisites	Course Code	Course Title	CH	Pre-requisites
ENGL 101	Composition I	3		ENGL 102	Composition II	3	ENGL 101
ARHG 104/ARHG 101	Arabic for Arabic Speakers/Arabic for Non-Arabic Speakers	3		ARHG 106	Modern History of Bahrain	2	
MATH XXX	Math Requirement*	3		ARHG 107	Human Rights	2	
UNSS 101	University Success	1		COSC 101	Introduction to Computing	3	
XXXX	Arts and Humanities Requirements	3		XXXX	Natural Science Requirement	3	
XXXX	Free General Education Elective I	3		XXXX	Natural Science Lab Requirement	1	
				MATH 115	Introduction to Probability and Statistics	3	
TOTAL		16		TOTAL		17	

Second Year

3 rd Semester				4 th Semester			
Course Code	Course Title	CH	Pre-requisites	Course Code	Course Title	CH	Pre-requisites
ACCT 201	Introduction to Financial Accounting	3		ACCT 202	Introduction to Managerial Accounting	3	ACCT 201
BUSN 101	Introduction to Business	3		ECON 202	Principles of Macroeconomics	3	ECON 201
ECON 201	Principles of Microeconomics	3		MSYS 201	Principles of Management Information Systems	3	
MGMT 101	Principles of Management	3		XXXX	Free General Education Elective II	2	
MRKG 101	Principles of Marketing	3		ENGL 205	Business Communication	3	
TOTAL		15		TOTAL		14	

Third Year

5 th Semester				6 th Semester			
Course Code	Course Title	CH	Pre-requisites	Course Code	Course Title	CH	Pre-requisites
FINC 201	Essentials of Financial Analysis	3	ACCT 201	BUSN 301	Business Law	3	Minimum of 60 credits
MGMT 205	Organizational Behavior	3	MGMT 101	MGMT 350	Business Ethics	3	If CBM Student: MGMT 205, co-requisite: ENGL 205 If CEC Student: ENGR 100, ENGR 205
DSGN 141	Computer Culture I	3		MRKG 302	Marketing Strategy and Planning in a Digital World	3	MRKG 101, MRKG 202 Minimum 60 credits
MRKG 201	Consumer Behavior	3	MRKG 101	MRKG 421	Data Analytics and Visualization	3	Minimum 60 credits, MRKG 101, MRKG 202
MRKG 202	Online Marketing Channels	3		XXXX	Professional Elective I	3	
XXXX	Major Elective I	3					
TOTAL		18		TOTAL		15	

Summer Semester

Course Code	Course Title	CH	Pre-requisites
MRKG 480	Marketing Internship	3	Minimum 90 credits, CGPA of 2.00, MRKG 101, MGMT 101, FINC 201
TOTAL		3	

Fourth Year

7 th Semester				8 th Semester			
Course Code	Course Title	CH	Pre-requisites	Course Code	Course Title	CH	Pre-requisites
MGMT 410	Business Policy and Strategic Management	3	If CBM Student: MGMT 101, minimum 75 credits If CEC Student: ENGR 401, Passing 75 Credits	MRKG 431	Contemporary Issues in Social Media Campaigns	3	Minimum 60 credits, MRKG 101, MRKG 202
MRKG 401	Principles of Marketing Research	3	MATH 115, Minimum 70 credits	XXXX	Professional Elective II	3	
MGMT 430	Project Management	3	FINC 201, ACCT 202, ENGL 205, Minimum of 70 Credits	MRKG 499	Capstone Project	6	MRKG 401, CGPA of 2.00, Minimum of 90 credits
XXXX	Major Elective II	3					
XXXX	Major Elective III	3					
TOTAL		15		TOTAL		12	