



Communication and Media Technologies College
Media and Marketing Technology Dept.
Study plan of BA (Hons) Advertising & Digital Marketing 2023/2024



Year one	1st Semester	Code	Title	Pre-Req.	CR	Lec	P	2nd Semester	Code	Title	Pre-Req.	CR	Lec	P	
		ENGL118	English for Effective Communication	None	3	2	2		ENGL120	Advanced English Skills	ENGL119	3	2	2	
ENGL119	English for Technical Reporting	None	3	2	2	HST201	History and Culture of Bahrain	None	2	2	0				
BUSS131	Digital Skills in Business	None	2	1	2	COMM131	Basics of Graphic Design	None	3	2	2				
BUSS117	Introduction to Business	None	2	2	0	COMM112	Communication Models and Theories	None	3	2	2				
ARB103	Arabic Language	None	3	2	2	LAW453	Human Rights	None	2	2	0				
SOCO142	Social Psychology	None	3	3	0	BUSS143	Principles of Management	BUSS117	2	2	0				
Total					16	12	8	Total					15	12	6
									SPAC141	Sport and Activities	None	2	1	2	

Year Two	3rd Semester	Code	Title	Pre-Req.	CR	Lec	P	4th Semester	Code	Title	Pre-Req.	CR	Lec	P	
		MKT1001	Foundations of Marketing	none	5	5	0		MKT1043	Professional Skills for Marketing Practice	MKT1001	5	3	4	
MKT1002	Introduction to Marketing Communications	none	5	5	0	MKT1029	Digital Marketing Essentials	none	5	4	2				
MKT1018	Foundations of Advertising Media	none	5	4	2	MKT1030	Understanding Consumers	none	5	5	0				
Total					15	14	2	Total					15	12	6
									S.S	MKT241	Internship I	Achieving 40% Cr.Hr	1	100 working hours in a workplace	
										SUS301	Sustainability	ENGL120	2	2	0

Year Three	5th Semester	Code	Title	Pre-Req.	CR	Lec	P	6th Semester	Code	Title	Pre-Req.	CR	Lec	P	
		MKT2009	E-Marketing	none	5	3	4		MKT2020	Professional Practice for the Creative Industries	none	5	3	4	
MKT2011	Integrated Marketing Communications	MKT1001	5	3	4	MKT2059	Marketing Research and Insight	None	5	4	2				
MKT2050	Managing the Communications Process	MKT1002	5	3	4		Designate course		5	3	4				
Total					15	9	12	Total					15	10	10
									S.S	MKT341	Internship II	Achieving 70% Cr.Hr	2	200 working hours in a workplace	
										ADM301	Innovation and Entrepreneurship	ENGL120	2	2	0

Year Four	7th Semester	Code	Title	Pre-Req.	CR	Lec	P	8th Semester	Code	Title	Pre-Req.	CR	Lec	P
		MKT3037	Issues in Advertising Practice	none	5	3	4			Designate course		5	3	4
	Designate course		5	3	4	MKT3036	Advertising Consultancy Project	MKT2020	10	0	20			
	Designate course		5	3	4	Total					15	3	24	

Total	Cr.H.	Lec.	P.H
	130	86	82

Elective	Year Three	Code	Title	Pre-Req.	CR	Lec	P	Year Four	Code	Title	Pre-Req.	CR	Lec	P
		HRM2042	Learning Through Work (WBL)	None	5	3	4		MKT3016	Customer Relationship Management	None	5	3	4
MKT2006	Brand Management	None	5	3	4	MKT3046	Content Creation for Marketing	None	5	3	4			
MKT2012	Public Relations Management and Practice	None	5	3	4	MKT3049	Digital Entrepreneur	None	5	3	4			
						MKT3051	Consumerism and Sustainability	None	5	3	4			
						MKT4002	Research Project	None	5	3	4			