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## Master's Degree in E-Marketing and Social Media

This master’s degree broadens the horizons of students' abilities to create and manage digital marketing strategies. It develops their critical and analytical capabilities through rigorous academic studies in different areas of e-marketing.

### About

PSUT's King Talal School of Business Technology (KTSBT) offers unique and highly engaging ways to manage digital marketing strategies, read and interpret consumer data, and take actionable measures using various tools and technologies to conduct comprehensive marketing research. This master's in marketing program will prepare you to analyze data to determine market demand for products and services, recognize new market opportunities, and expand your knowledge of advertising, promotions, analysis, and brand management in the quickly changing digital space.

Suppose you enjoy working with top-notch digital marketing technologies and want to learn how to use the newest technological tools in digital marketing. In that case, the King Talal School of Business Technology's Master's in Digital Marketing program is for you! This program will help you to obtain the necessary skills and abilities to develop and implement an effective digital marketing campaign. This program was created to prepare competent graduates to pursue promising careers in industry and prosper in the digital revolution era. You will develop critical and analytical capabilities through rigorous academic studies in different areas of e-marketing, including Digital Marketing Communications, Omnichannel Retailing, Social Media Analytics, and Digital Consumer Behaviour. This will help you develop an advanced understanding of the critical digital marketing theories, frameworks, and tools used across various industry sectors.

The King Talal School of Business Technology faculty emphasizes digital fluency. Our innovative teaching techniques and evaluations will assist students in developing their analytical abilities in report writing, communication, and teamwork. You will learn how to use and implement digital marketing tools: Google Analytics, Google Ads, Search Engine Optimization, Social Media, and digital marketing pixels. After finishing this program, you will develop a deep understanding of effectively utilizing the latest digital marketing tools at your place of work or business.



The following are some exciting and challenging careers that you can pursue in Digital Marketing:

- Digital Marketing Executive.
- Digital Marketing Managers & Directors.
- Mobile Marketing Executive.
- Digital Content Marketer.
- Digital Copywriter.
- Social Media Manager.
- SEO Specialist.
- Digital Marketing Analyst.
- Social Media Specialist.
- Blogger.
- Web Analyst.
- Social Media Moderator.
- Email Marketer.
- Digital Account Manager.
- Performance Marketing Executive.
- Paid Media Executive.
- Paid Social Executive.
- Affiliate Marketing Executive.



Accredited Degree

## Curriculum and Course Descriptions

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## Entry Requirements and Fees



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**Academic Staff**

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**Dr. Mohammd Abuhashesh**

●●●●●●●●●●

Head of E-marketing and Social  
Media Department  
Associate professor



**Prof. Shafig Al-Haddad**

●●●●●●●●●●

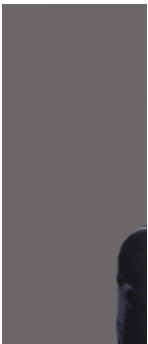
Professor



**Dr. Mohammad Al Khasawneh**

●●●●●●●●●●

Associate professor



**Dr. Amma**

●●●●●●●●●●

Assistant

**Related Programs**

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**Bachelor of E-Marketing and Social Media**

This program provides students with a comprehensive theoretical and practical understanding of how to effectively use e-marketing and social media tools, SEO, website marketing, and more



Related News



Dec 10, 2023



**Princess Sumaya University for Technology obtains accreditation from the Institute of Management Accountants (IMA) for its Accounting Program**

The Accounting Department at King Talal School of Business Technology has received accreditation from the Institute of Management Accountants (IMA Endorsement Program). This accreditation is designed to

**[Read more](#)**



Aug 13, 2023



**The Dean of King Talal School of Business Technology at Princess Sumaya University for Technology Joins AACSB Advisory Council for Middle East and North Africa**

The Association to Advance Collegiate Schools of Business (AACSB) has appointed Dr. George Sammour, the Dean of King Talal School of Business Technology at PSUT, as a member of its Middle East and North Africa Advisory Council (MENAAC).

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