APPROVED

Bachelor of Digital Marketing
Faculty of Business and Logistics

Programme Title (Arabic)	البكالوريوس في التسويق الإلكتروني
Acronym / Abbreviation *	BDigiMkting
Nature	Specialisation

Programme Code	DMK8012	**Programme Duration**	4 Year/Cycle	**Programme Level**	Level 8
Programme Credits	480	**Award Category**	Bachelors		

Effective From	2022/2023 Sem 1
Owner	School of Business

Professional Body

No Programme Professional Body Recognition Assigned

Target Groups *

High School Graduates

International Students

People in Employment

Unemployed

Qualification Completion Requirements Criteria

REQUIREMENTS TO GRADUATE.

LEVEL	5	6	7	8	TOTAL
English (Schedule A)	30	30			60
National Requirements	10	5			15
Electives		30			30
Degree (Schedule A, B, C)		150	105	60	315
Degree Cooperative Industry Project (C)				60	60
TOTAL	**40**	**215**	**105**	**120**	**480**

Programme Overview *	*The Bachelor of Digital Marketing Degree is a unique degree that provides graduates with the skills and knowledge to be successful in an increasingly competitive marketplace for graduate employment. The Bachelor of Digital Marketing Degree enables students to develop a variety of much sought after skills and knowledge from marketing, visual design and web media courses. Evidence from our recent industry survey highlighted that 80% of employers need graduates with these skills, with 100% of employers seeing the need for these digital marketing skills increase over the next 5 to 10 years. 100% of employers also recognized that these digital skills and knowledge were important future employability skills, and 83% of employers would employ Bahrain Polytechnic Bachelor of Digital Marketing Degree graduates today if they had appropriate vacancies within their organisations (Bahrain Polytechnic - Bachelor of Digital Marketing Degree Feasibility Study, 2021) . The focus upon developing and implementing digital marketing strategies, critical thinking and problem-solving skills through Bahrain Polytechnic's applied higher education environment enables students to experience an engaging and rewarding learning journey through to graduation. The Bachelor of Digital Marketing Degree is truly a degree that will equip Bahrain Polytechnic graduates to be the digital marketing managers both now and in the future.*
Entry and Selection *	**SEMESTER 1 INTAKE ONLY DUE COURSE DELIVERY SCHEDULE & PREREQUISITE REQUIREMENTS.** General entry requirements such as secondary school achievements, English and Mathematics are described in the Student Admission Policy A/AB/010. Specific entry requirements for this qualification, beyond those described in the Student Admission Policy are as follows: Academic Applicants must demonstrate competence in English and in Mathematics. These requirements may be met by the successful completion of AP4203 English 2 AP4101 Mathematics 2 or similar or passing English and Mathematics Selection Tests at the required level. Applicants who do not meet all of the entry criteria above may be considered for special or provisional entry
	Where there are more applicants who meet the programme entry criteria than can be accepted, the following shall be used: Selection Criteria Preference will be given to students who have successfully completed the Foundation programmes at Bahrain Polytechnic and have clearly demonstrated an aptitude for Digital Marketing and a commitment to their study.

Selection and Criteria and Process *	Results from programme entry tests will be used to select students with the highest likelihood of successfully completing the degree programme.
	Selection Process Applicants may be required to attend an interview.
	Consideration of work experience and prior educational achievement may be used.
Major Selection Criteria *	Major Selection Criteria is not applicable as this is a standalone degree qualification.
	The programme does not contain any major or minor components.
Accreditation / External Approval Requirements *	None specific to this qualification.

Integration of Industry Accreditations / Certifications.

Where applicably feasible the programme will seek integrate appropriate Industry Professional accreditations and certifications.

Examples include:

- Digital Marketing Association Membership.
- Digital Marketing Institute Certification.
- Hootsuite Platform Certification.
- Hootsuite Social Media Certification.
- Twitter Flight School Certification.
- Facebook Blueprint Certification.
- Google Certifications.
- HubSpot Certifications.

Plus, any others deemed appropriate and feasible to main industry currency.

Attendance Requirements *	Attendance requirements are described in the policy Student Attendance A/AB/010.

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Qualification Aim *	The Bachelor of Digital Marketing aims to develop broad-based graduates equipped with the knowledge and skills to succeed in today's digitally-oriented business world. Through combining theory and practice, this multidisciplinary programme brings together marketing, web media and visual design to meet the requirements of Bahrain and the wider GCC region. It aims at bridging the gap and develop human capital as outlined in Economic Vision 2030.
Graduate Pathways and Destination *	The Digital Marketing Programme aims to produce graduates who: • have the requisite skills demanded in the 21 Century workplace, supported by specific skills in marketing, web media and visual design. • recognize the need to engage and progress with life-long learning. • identify, critically analyse a problem, trouble-shoot, formulate and justify the most appropriate solutions. • work effectively in teams and coherently present their ideas in written and oral form to a range of audiences. • articulate ideas and information comprehensively in visual, oral and written forms through effective communication and presentation skills. • utilize industry standard technology effectively and ethically and be conversant with the latest business tools and techniques to be flexible and adaptable in the work place. • demonstrate the ability to study independently, set goals, manage their own work load and meet deadlines. • use strategic thinking to demonstrate resourcefulness, innovation and entrepreneurship. • initiate, plan, execute and manage work efficiently and effectively. Employment This programme prepares students for the following careers and/or employment opportunities:- • Social Media Marketing Manager • Content Marketer • Digital Marketing Executive • Marketing Analytics Analyst

- Public Relations Executive
- SEO Executive
- Social Media Specialist
- Digital Account Planner
- Digital Marketing Account Executive
- Entrepreneur / Business Start-Up
- Digital Marketing Manager
- Mac Operator

To name but a few.

Although, BBUS Marketing graduates are not limited to these career paths, with a multitude of opportunities open to them.

The programme should achieve widespread international recognition and allow students to progress to further fields of study, including:-

- Professional Certifications in Digital Marketing

- Specialist Masters in Digital Marketing or Social Media Marketing

Other Information *	All courses are subject to availability.

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ONE COURSE FROM THE FOLLOWING (SCHEDULE B) WILL BE DELIVERED:-

Semester 2	Schedule B	BU7105	**Creativity and Innovation Management**
Semester 2	Schedule B	BU7106	**Consumer Behaviour**
Semester 1 or 2	Schedule B	BU7104	**Social Media Marketing**

TO BE CONFIRMED BY THE PROGRAMME MANAGER.

TBC dependent upon capacity and minimum numbers.

Programme Learning Outcomes
On successful completion of this programme the learner will be able to :

Description
To understand and apply the underlying principles of marketing.
To develop digital marketing strategies, tactics and plans to achieve marketing objectives.
Develop digital and social media marketing campaigns to deliver marketing objectives.
Create and repurpose marketing related content for a variety of digital and social media.

Semester Schedules

Year 1 / Semester 1

Core	
Course Code	**Title**
VC6102	**Computer Practical I: Design Principles & Image Creation**
VC6102	**Computer Practical I: Design Principles & Image Creation**
EL5001	**Introduction to English Communication**
VC6100	**Visual Design I: Colour Theory and Design Theory & Methods**
VC6100	**Visual Design I: Colour Theory and Design Theory & Methods**
WM6003	**Web Design**

Year 1 / Semester 2

Core	
Course Code	**Title**
VC6901	**Digital Photography Basics**
VC6901	**Digital Photography Basics**
EL5002	**English Communication for Research, Reading and Writing in the Disciplines**
BU6001	**Introduction to Marketing**
VC6101	**Visual Design 2: Typography & Graphic Design**
VC6101	**Visual Design 2: Typography & Graphic Design**

Year 1 / Unspecified

Core

Course Code	Title
NR	**National Requirements**

NR-Arabic	**National Requirements- Arabic**

Year 2 / Semester 1

Core	
Course Code	**Title**
WM6007	**Content Management 1**

EL6003	**English Skills A**

WM6008	**Strategic Web Communication**

VC6902	**Video**

VC6902	**Video**

Year 2 / Semester 2

Core	
Course Code	**Title**
VC6103	**Computer Practical II: Layout Principles & Graphic Design**

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BU6012	**Project Management**

EL6402	**Research Skills**

EL6401	**Skills for Academic Writing**

EL6403	**Speaking Skills for Interviews**

Elective	
Course Code	**Title**
ELEC	**Elective**

Year 3 / Semester 1

Core	
Course Code	**Title**
VC7906	**Digital Design for the Web**

BU7102	**Digital Marketing**

BU7103	**Marketing Research**

VC7200	**Visual Design III: Advanced Typography**

VC7200	**Visual Design III: Advanced Typography**

Year 3 / Semester 1 or 2

Core	
Course Code	**Title**
BU7104	**Social Media Marketing**

Year 3 / Semester 2

Core	
Course Code	**Title**
BU8104	**Advanced Digital Marketing**

BU7106	**Consumer Behaviour**

BU7105	**Creativity and Innovation Management**

BU7101	**Integrated Marketing Communication**

Elective	
Course Code	**Title**
ELEC	**Elective**

Year 4 / Semester 1

Core	
Course Code	**Title**
WM8005	**Advanced Design for the Web**

BU8102	**Marketing Planning**

BU8105	**Social Media Marketing Strategy**

Elective	
Course Code	**Title**
ELEC	**Elective**

Year 4 / Semester 2

Core	
Course Code	**Title**
BU8196	**Cooperative Digital Marketing Industry Project**