

## Target Students & Admission Requirements

This program is suitable for individuals holding a bachelor's degree in any science majors. The program's general admission requirements align with the Saudi Unified Regulations of Graduate Studies. In addition to these general requirements, students must fulfill the following criteria::

The IAU graduate studies requirements	
1	Holds minimum a bachelor's degree.with GPA of 3.25 out of 5 or above (or equivalent).
2	Provision of GMAT scores.
3	Passing college's interview.
4	A minimum of 5.5 IELTS or 55 TOEFL or 69 STEP score.
5	Two letters of references
6	Successful completion of the Pre MBA courses (for non business degree holders)

To know more about the programs



For registration



We welcome you to contact us

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جامعة الإمام عبد الرحمن بن فيصل  
IMAM ABDULRAHMAN BIN FAISAL UNIVERSITY  
كلية إدارة الأعمال  
College of Business Administration

Master of Business Administration

Digital  
Marketing

## Program Duration & Structure MBA–Digital Marketing

### About The Program

At the College of Business Administration, we offer two Master of Business Administration (MBA) programs: a coursework-based MBA with a specialization in Digital Marketing and a coursework-based MBA with a dissertation. Both programs are designed to meet the needs of students with diverse career ambitions and industry interests.

The MBA Digital Marketing track provides a broad spectrum of business subjects, with a focus on key areas such as digital marketing strategies, online consumer behavior, and data-driven decision-making. The program is characterized by its flexibility and emphasis on practical application, allowing students to specialize in areas like Social Media Marketing, Content Strategy, and Digital Advertising Analytics.

Our MBA program is benchmarked against top global MBA programs, ensuring that our students receive a world-class education that equips them to thrive in the fast-paced and ever-changing field of digital marketing.

	Term – 1		Hr	Term – 2		Hr
	Year 1	MGMT 647	Leadership and Organization Behavior	2	FIN–611	Managerial Finance
ACCT–620		Managerial Accounting	3	MGMT–642	Project Management	3
FIN–615		Managerial Economic	3	MGMT 690	Research Methods	3
MGMT–632		Marketing Management	3	MGMT–656	HR Management	2
WRKS 611		Community Services Workshop	0	WRKS 622	Professional Development Workshop	0
Term – 3		Hr	Term – 4		Hr	
Year 2	STAT–665	Business Analytics	3	MGMT–681	Strategic Management	3
	FIN–613	Risk Management	3	MRKT 644	Digital Marketing	3
	MGMT–667	E-Business & Digital Transformation	2	MRKT 648	Content Marketing	3
	MGMT–654	Operations & Supply Chain Management	3	MRKT 646	Marketing Analytics	3
	WRKS 633	International Seminar Series	0			