



College of Business Administration

Program Goals & Learning Outcomes

Bachelor of Business Administration in Digital Marketing

September 2023

INTRODUCTION

The 'Digital Marketing' program is a newly developed specialization within the Bachelor of Business Administration degree of the College of Business Administration at Umm Al Quwain University. It focuses on all aspects of marketing, advertising, communications and public relations in a digital business context. In doing so, the program will complement UAQU's existing business degree programs in Finance & Banking, Accounting and Human Resource Management, as well as its newly designed specialization in Business Information Systems.

In the following, this brochure explains all program goals, contents, learning outcomes, course offerings, and study plans.

Degree and Program Goals

The College of Business Administration of Umm Al Quwain University strives to offer educational programs that equip the bright young minds of our students with the skill and knowledge for a long, successful and prosperous career in all areas of business administration. Specifically, we formulate five goals that are the backdrop to all our course-, program- and degree offerings:

1. Knowledge: Obtain in-depth knowledge on all matters of business administration in general, the respective area of specialization in particular, as well as basic economics.
2. Skill: Build a 'tool box' of specialized and applied state-of-the-art methods and techniques that are used in modern-day companies to tackle and solve problems in any area of business administration.
3. Quantitative Reasoning: Be equipped with a sound understanding of quantitative methods and their applications in all areas of business administration.
4. Critical Thinking and the 'Entrepreneurial' Mindset: Develop a reflective and critical way of thinking, and learn how to apply an entrepreneurial and 'disruptive' mindset to derive new and innovative value-creating solutions in any business-related context.
5. The Future Economy: Be introduced to Digitalization and Sustainability in every area of business administration, and understand solutions to the challenges faced by companies in their quest to successfully transition into the future-based economy.

We pursue goals 1-3 to equip our students with the 'tool box' of technical knowledge and skill, required for whatever career they choose in business or economics. Goals 4 and 5, in turn, are the 'values' that we want to instill in our students, in addition to the technical skill and knowledge. These values are crucial to our educational programs. They expand students' knowledge horizons by emphasizing innovative thinking, entrepreneurial mindsets or 'spirits' in approaching problem solving, and the important aspects of the 'future-based economy', that is, digital transformation and sustainability. We believe that particularly the latter aspect is paramount to a holistic business education.

Based on these College-wide core goals, we establish the goals of the Digital Marketing program as follows:

1. Knowledge: Obtain a detailed understanding of the underlying concepts in all areas of modern digital marketing, especially in comparison to 'classic' marketing tools, and become well-versed in all realms of the broader marketing spectrum such as, but not limited to, advertising and public relations.
2. Skill: Develop state-of-the-art know-how to develop marketing campaigns across all digital platforms and media channels, and the skill to use the whole spectrum of tools that digital marketing, sales, communication and advertising platforms have to offer.
3. Quantitative Reasoning: Be able to compile, read, and analyze Key Performance Indicators of (digital) marketing, in order to evaluate the effectiveness of marketing campaigns, and use those evaluations to support smart and long-term value creating business decisions.
4. Innovation & Entrepreneurship: Learn to use Digital Marketing tools in an entrepreneurial context, to support the start and growth of young startup businesses, and develop the skill to create innovative marketing solutions for new or unique products, services or businesses.
5. The Future Economy: Understand, and find solutions to, the current and future challenges for marketing in a digital and sustainable context, a major part of which are ethical considerations addressing the question of how to use marketing strategies for the pursuit of goals that create sustainable welfare in the long-run.

Jointly, our curriculum addresses these five goals. Early core courses will lay the theoretic knowledge foundation, more advanced courses will focus on skill and quantitative reasoning, and our electives allow students to find their 'niche' they want to specialize in. Across all courses in the curriculum, we place emphasis on Goal 4 and 5. To name but a few examples: One course is specifically designed to address 'Entrepreneurial Marketing' (MKT 305), while the introductory 'Marketing Management' (MKT 291) emphasis marketing for sustainable consumption and the avoidance of overconsumption in the light of Target 12.1 of the UN Sustainable Development Goal 12.

As these goals show, we aim at educating future digital marketing specialists that are highly skilled and well-versed in all areas of online marketing. Our graduates will be able to use different online platforms for their desired purposes, learn how to communicate and sell digitally, understand state-of-the-art KPIs to measure the effectiveness of the campaigns they build, and be able to transform and adapt 'classic' marketing for the digital age. Upon completion of their studies, graduates can pursue a variety of careers based on their interests or strengths in the field. These can be roles in the marketing departments of corporations, marketing or PR specialists in agencies, marketers/retailers in the e-commerce realm, or founding roles in startups with a marketing-centric business- or growth model.

In the following, we elaborate more on the learning outcomes, curriculum structure, study plan, as well as course overviews and -descriptions.

Program Learning Outcomes

Based on the overarching goals of the College of Business Administration and the more specific goals of the Digital Marketing program, we formulate a variety of specific learning outcomes for the Digital Marketing program. In lines with Standards of the UAE Ministry of Education, the UAE Commission For Academic Accreditation (CAA), and the 'QFEmirates' degree qualification framework, these outcomes are grouped into the three categories of 'Knowledge', 'Skill', and 'Competence. The program and its curriculum aim at addressing all of these outcomes equally, to ensure that students, upon successful completion of the program, have achieved every single outcome to the highest degree. As indicated in the right-most column 'Coverage', our curriculum addresses each the program learning outcomes fairly equally, and therefore ensures a balanced education across all desired learning outcomes.

Program Learning Outcomes (PLOs)

At the end of the BBADM program, students will be able to:

Category	PLO	Description	Coverage		
			CLOs ¹	Courses ²	
Knowledge	A.1	Understand the broad principles, concepts, and strategies that underpin digital marketing, including its role within the broader marketing landscape.	13	11	
	A.2	Demonstrate a comprehensive expertise across a wide range of digital marketing channels, including social media, content marketing, search engine optimization, paid advertising, email marketing, mobile marketing, and emerging technologies.	14	11	
	A.3	Understand the future challenges the digital marketing industry faces, in particular those brought by advancements in Artificial Intelligence, Digitalization, Sustainability, and ESG principles.	7	6	
Skills	B.1	Critically analyze and interpret data and metrics from digital marketing campaigns, to make data-driven decisions and optimize marketing efforts for better results.	16	13	
	B.2	Apply state-of-the-art and contemporary digital marketing tools, platforms and technologies, to effectively execute and manage digital marketing campaigns.	16	13	
Competence	A&R	C.1	Develop and justify the innovative use of contemporary/advanced digital marketing strategies individually or in a group context with no or minimal supervision to address unfamiliar and complex marketing problems.	11	10
	Role in Context	C.2.1	Assess the effectiveness of digital marketing concepts across different local and international markets and consumer groups, and build successful marketing concepts based on this judgment.	11	6
		C.2.2	Apply advanced digital marketing tools in an entrepreneurial context, and understand the importance of technological advancements for marketing strategies in the digital age.	5	5
	Self-Development	C.3	Critically reflect on the standards of ethical marketing, and how the marketing industry has to evolve in order to tackle challenges brought on by sustainability and ESG considerations, and to eradicate unethical marketing.	11	11

¹ Indicates total number of CLOs (across all courses) covering each respective PLO

² Indicates total number of courses covering each respective PLO