

## Program Structure: MSB – Digital Marketing Students 2025–26

| <b>Semester 1</b>   |  |   |
|---------------------|--|---|
| <b>Course Name</b>  | <b>Advanced Microeconomics and Quantitative Techniques</b>       | This course examines advanced microeconomic theories and quantitative techniques used in managerial and economic decision-making. It explores the behavior of consumers and producers under different market structures, including perfect competition, monopoly, oligopoly, and monopolistic competition, as well as the effects of externalities on market efficiency. The course analyzes pricing strategies, market performance, and public policies designed to address market inefficiencies. Through discussions, case studies, and problem-solving exercises, students develop analytical skills for evaluating economic behavior and business decisions in complex market environments.  |
| <b>Code</b>         | ECON 202-EC00  |   |
| <b># of Credits</b> | 3 Credits  |   |
| <b>Course Name</b>  | <b>Decision Making for Business and Strategic Choices</b>        | This course examines the principles and processes of managerial decision-making and strategic choice in organizations. It explores how managers formulate, evaluate, and implement strategies that align with organizational goals and enhance performance. The course analyzes strategic management concepts, organizational principles, and decision-making frameworks used to address complex business challenges. Through case studies and applied exercises, students develop the skills needed to assess strategic alternatives and support effective organizational decision-making.   |
| <b>Code</b>         | MGMT 202-EC00  |   |
| <b># of Credits</b> | 3 Credits  |   |
| <b>Course Name</b>  | <b>Research Methods in Business</b>                              | This course introduces students to the principles and methods of scientific research in business from both methodological and epistemological perspectives. It provides a structured approach to formulating research questions, developing theoretical frameworks, and designing research projects. The course examines key data collection methods and analytical techniques used in business research and develops students' ability to interpret, structure, and communicate research findings effectively. Through this process, students acquire the skills needed to conduct rigorous and relevant business research.  |
| <b>Code</b>         | MRCH 201-EC00  |   |
| <b># of Credits</b> | 3 Credits  |   |
| <b>Semester 2</b>   |  |   |
| <b>Course Name</b>  | <b>Legal Environment and Tax Regulations</b>                     | This course examines the legal and regulatory framework governing business activities in Lebanon. It provides an overview of key areas of law, including commercial law, civil law, civil procedure, labor law, and taxation. Topics include the judicial system, contracts, property transactions, commercial instruments, partnerships, corporations, commercial representation, franchise agreements, banking operations, labor relations, and social security provisions. The course also introduces the main principles and regulations of the Lebanese income tax system, enabling students to understand the legal and tax implications of business decisions.   |
| <b>Code</b>         | ECON 201-EC00  |   |
| <b># of Credits</b> | 3 Credits  |   |
| <b>Course Name</b>  | <b>Advanced Macroeconomics</b>                                   | This course examines advanced macroeconomic theories and their application to the analysis of economic conditions and policy decisions. It explores the behavior of open economies and analyzes the short- and long-term effects of macroeconomic policies on economic performance. Topics include aggregate demand and aggregate supply, the IS–LM model, the Mundell–Fleming model under different exchange rate regimes, and the relationship between inflation and unemployment. Through theoretical and applied analysis, students develop the skills needed to evaluate macroeconomic issues and policy outcomes in a global environment.   |
| <b>Code</b>         | ECON 203-EC00  |   |
| <b># of Credits</b> | 3 Credits  |   |
| <b>Course Name</b>  | <b>Strategic Management</b>                                      | This course examines the principles and practices of strategic management at the organizational level. It explores how senior managers formulate, implement, and evaluate strategies to achieve sustainable competitive advantage and long-term organizational success. The course focuses on strategic decision-making, resource allocation, market positioning, and the alignment of organizational capabilities with environmental opportunities and challenges. Through strategic frameworks and applied analysis, students develop the skills needed to assess strategic alternatives and guide organizational performance in competitive markets.   |
| <b>Code</b>         | MGMT 895-EC10  |   |
| <b># of Credits</b> | 3 Credits  |   |
| <b>Semester 3</b>   |  |   |
| <b>Course Name</b>  | <b>Business Development and Social Media</b>                     | This course examines the role of business development in identifying, evaluating, and pursuing growth opportunities within contemporary organizations. It explores the strategic processes involved in market analysis, value proposition design, partnership development, and business expansion. The course also highlights the role of digital platforms and social media in supporting business development objectives, enhancing customer engagement, and creating new growth opportunities. Through the integration of theoretical frameworks and practical applications, students develop the skills needed to design and implement strategies that support sustainable organizational growth.   |
| <b>Code</b>         | MRKT 210-EC00  |   |
| <b># of Credits</b> | 3 Credits  |   |
| <b>Course Name</b>  | <b>Digital Marketing (Communication, Planning, and Strategy)</b> | This course examines the principles, strategies, and tools of digital marketing in contemporary business environments. It explores how digital transformation influences consumer behavior, brand positioning, and marketing communication across multiple channels. Students learn to design, implement, and evaluate data-driven digital marketing strategies using SEO, SEM, social media, e-commerce platforms, analytics, marketing automation, and AI-powered tools. The course also emphasizes performance measurement through key performance indicators (KPIs), user experience (UX) optimization, and the alignment of digital initiatives with organizational objectives. Through case studies and applied projects, students develop the skills needed to leverage digital channels to create value, strengthen customer engagement, and support sustainable business growth. |
| <b>Code</b>         | MRKT 211-EC00  |   |
| <b># of Credits</b> | 3 Credits  |   |
| <b>Course Name</b>  | <b>Marketing - Tools and Equipment</b>                           | This course examines the technologies, platforms, and analytical tools that support modern marketing in the digital era. It explores how organizations use artificial intelligence, data analytics, automation, and omnichannel strategies to enhance marketing performance and customer engagement. Students gain practical knowledge of advanced marketing tools, including generative AI applications, customer relationship management (CRM) systems, marketing automation platforms, and predictive analytics solutions. The course also develops strategic capabilities in personalization, performance measurement, and ethical data management, enabling students to design and manage effective data-driven marketing initiatives.   |
| <b>Code</b>         | MRKT 213-EC00  |   |
| <b># of Credits</b> | 3 Credits  |   |
| <b>Semester 4</b>   |  |   |
| <b>Course Name</b>  | <b>Advanced Marketing Management</b>                             | This course examines advanced marketing management concepts and strategic decision-making in competitive and dynamic business environments. It explores how organizations identify growth opportunities, develop new products and services, and design effective marketing strategies in both local and international markets. The course emphasizes market analysis, competitive positioning, customer relationship management, and the integration of marketing tools to create long-term value. It also addresses distribution strategies, international market expansion, and the managerial challenges associated with operating across borders. Through case studies, applied exercises, and projects, students develop the analytical and strategic skills required to address complex marketing challenges and drive organizational growth.                                       |
| <b>Code</b>         | MRKT 212-EC00  |   |
| <b># of Credits</b> | 3 Credits  |   |
| <b>Course Name</b>  | <b>Senior Project</b>  | This capstone course enables students to integrate and apply the knowledge, skills, and analytical techniques acquired throughout the graduate program. Students undertake a substantial project on a topic of academic or professional interest, which may take the form of a research study, a feasibility analysis for a new venture, or a field-based project addressing a real organizational challenge. Under the guidance of a qualified mentor, students conduct independent work that demonstrates critical thinking, problem-solving, and professional competence while contributing to academic knowledge or organizational development.   |
| <b>Code</b>         | MGMT 501-EM10  |   |
| <b># of Credits</b> | 3 Credits  |   |