



Talal Abu-Ghazaleh Digital University

# Master of Science in Digital Marketing

Based on the Completion of MOOC Courses





## MESSAGE FROM THE PRESIDENT

### Dear Prospective Student:

The Talal Abu-Ghazaleh Digital University (TAGDU) was organized as an education service provider to offer highly accredited online academic, language, and professional programs to all students wherever they may be. TAGDU is based on the belief that education is a human right and not a privilege to the few who can afford to travel to seek quality education abroad or to those who can afford to stay out of the workplace and attend local universities on a full time basis. Our mission is to make accredited educational programs accessible to everyone, everywhere.

We have taken advantage of the latest developments in digital information technology to bring quality education to your fingertips. We believe that the democratization of knowledge is a key to economic growth, social development, cultural enrichment, and political empowerment for the advantage of all who seek it.

The Talal Abu-Ghazaleh Digital University (TAGDU) is offering students, who complete a set of recommended MOOC (Massive Open Online Courses) courses, the opportunity to earn a Master of Science (M.Sc.) degree in Digital Marketing.

Students in our program will benefit from being able to complete a comprehensive curriculum offered by elite universities and taught by highly qualified faculty and gain exposure to the various digital marketing disciplines and at the same time pay minimal fees.

The completion of courses listed in this catalog qualify students to receive a Master of Science degree in Digital Marketing.

We are looking forward to your participation in our program.

*Talal Abu-Ghazaleh*  
*President*

## What is Digital Marketing?

Digital marketing is that part of marketing that uses the internet and other online technologies to promote products and services. Digital marketing is an integral part of marketing plans in everyday life. With the shift in emphasis of consumers from shopping at “brick and mortar” establishments to reliance on digital devices, digital marketing devices have become commonplace. A great example of this is the reliance during the Covid19 pandemic to online shopping and the abandonment of physical shopping.

## Purpose of Program

A degree in Digital Marketing prepares students for a variety of positions in different fields such as:

- Mobile marketing specialist
- E-commerce
- Email marketing
- Social media marketing
- Web designer
- Professional blogger
- Business analytics specialist
- Search engine marketing specialist (SEM)
- Search engine optimization specialist (SEO)

## Eligibility

The program is available to students who hold undergraduate degrees from universities recognized by TAGDU regardless of their undergraduate field of study. As such, no specific background in any discipline is required.

To apply for admission, the following minimum requirements must be met:

### 1. Academic Requirements.

The applicant must hold an undergraduate degree in any field of study from a university recognized by TAGDU.

### 2. English Language Requirement.

Since all courses are delivered in English, applicants whose native language is not English must demonstrate proficiency in the English language through a minimum score of 79 out of 120 on the TOEFL or through a minimum score of 6.50 on the International English Testing System.

## Application

Applicants to TAGDU have to complete an online application and provide all the necessary required information (<https://registration.tag-du.com>).

## Registration Process

The TAGDU website will show the starting dates of the various courses included in the curriculum. Students will register for the courses following the instructions that will be provided.

## Competency Exam

Students enrolled in the TAGDU MOOC programs are requested to provide a certificate of completion for each completed course from the course's provider. Upon completion of the required curriculum, students will be required to take a competency exam that will test them on the basic command of Digital Marketing disciplines.

## Fees

The total fees for obtaining a Master of Science degree from the Talal Abu-Ghazaleh Digital University are \$1,500 payable as follows:

- \$200 with the application to the program.
- \$1,300 upon the satisfactory completion of the Competency Exam and prior to awarding the M.Sc. degree.

## Curriculum

The curriculum consists of 11 required courses as follows:

- Introduction to Financial Accounting
- Managerial Accounting
- Business Statistics
- Managerial Economics
- Introduction to Marketing
- Marketing in a Digital World
- Digital Marketing Analytics I – Theory
- Digital Marketing Analytics II – Practice
- Digital Media and Marketing Principles
- Multicultural Marketing
- Marketing in an Analog World

The descriptions of each of the required courses along with information related to the provider of each course are listed on the following pages.

To help students sign up for some of the required courses (in situations where these courses may be over-subscribed), two options are provided. In these situations, students are free to choose any of the options.

## Course Descriptions

- **Introduction to Financial Accounting**

In this course students will master the technical skills needed to analyze financial statements and disclosures for use in financial analysis, and learn how accounting standards and managerial incentives affect the financial reporting process. By the end of this course, students will be able to read the three most common financial statements: the income statement, the balance sheet, and the statement of cash flows.

**University offering the course:** University of Pennsylvania

**Platform:** Coursera

**Length of course:** 4 weeks

**Start Date:** at any time.

**Website or link access to the course:**

<https://www.coursera.org/learn/wharton-accounting>

- **Managerial Accounting** [Two options are provided]

**Option 1: Managerial Accounting Fundamentals**

This course will teach you the fundamentals of managerial accounting including how to navigate the financial and related information managers need to help them make decisions. You'll learn about cost behavior and cost allocation systems, how to conduct cost-volume-profit analysis, and how to determine if costs and benefits are relevant to your decisions.

**University offering the course:** University of Virginia

**Platform:** Coursera

**Length of course:** 4 weeks

**Start Date:** at any time.

**Website or link access to the course:**

<https://www.coursera.org/learn/uva-darden-managerial-accounting>

## Option2: Managerial Accounting: Cost Behaviors, Systems, and Analysis

**University offering the course:** University of Illinois

**Platform:** Coursera

**Length of course:** 4 weeks

**Start Date:** at any time.

**Website or link access to the course:**

<https://www.coursera.org/learn/accounting-for-managers>

- **Business Statistics**

Basic Data Descriptors, Statistical Distributions, and Application to Business Decisions

**University offering the course:** Rice University

**Platform:** Coursera

**Length of course:** 4 weeks

**Start Date:** at any time.

**Website or link access to the course:**

<https://www.coursera.org/learn/descriptive-statistics-statistical-distributions-business-application>

- **Managerial Economics. Firm Level Economics: Consumer and Producer Behavior**

Fundamental concepts and analytical tools of firm level economics; the course will enable the learner to:

- Describe consumer behavior as captured by the demand curve.
- Describe producer behavior as captured by the supply curve.
- Explain equilibrium in a market.
- Explain the impact of taxes and price controls on market equilibrium.
- Explain elasticity of demand.
- Describe cost theory and how firms optimize given the constraints of their own costs and an exogenously given price.

**University offering the course:** The University of Illinois at Urbana-Champaign

**Platform:** Coursera

**Length of course:** 4 weeks

**Start Date:** at any time.

**Website or link access to the course:**

<https://www.coursera.org/learn/firm-level-economics>

- **Introduction to Marketing**

Introduction to the concepts, issues and opportunities associated with marketing management; marketing strategy; buyer behavior; new product development; product management; pricing; promotion and channel decisions.

**University offering the course:** The University of Pennsylvania

**Platform:** Coursera

**Length of course:** 5 weeks

**Start Date:** At any time.

**Website or link access to the course:**

<https://www.coursera.org/learn/wharton-marketing>

- **Marketing in a Digital World**

Examination of how digital tools such as the internet, smartphones, and 3-D printing are revolutionizing the world of marketing by changing the roles and practices of companies and consumers.

**University offering the course:** The University of Illinois at Urbana-Champaign

**Platform:** Coursera

**Length of course:** 4 weeks

**Start Date:** The 17th of each month.

**Website or link access to the course:**

<https://www.coursera.org/learn/marketing-digital>

- **Digital Marketing Analytics I - Theory**

- **Digital Marketing Analytics II – Practice**

**These 2 courses should be taken in sequence. The description of both courses is as follows:**

Successful marketing brands require a well-balanced blend of art and science. These two courses course introduce students to the science of web analytics while casting a keen eye towards the artful use of numbers found in the digital space. The goal is to provide the foundation needed to apply data analytics to real-world challenges that marketers confront. Students will learn to identify the web analytic tool that is appropriate for their needs.

**University offering the course:** The University of Illinois at Urbana-Champaign

**Platform:** Coursera

**Length of course:** 8 weeks; 4 each

**Start Date:** The 15th of each month.

**Website or link access the first course:**

<https://www.coursera.org/learn/marketing-analytics>

**Website or link access the second course:**

<https://www.coursera.org/learn/digital-analytics>

- **Digital Media and Marketing Principles**

This course exposes students to the impact of digital technologies on marketing communication strategies and practices. By understanding the underlying processes of marketing communications and the core features of new media technologies, students learn to select the appropriate channels to deliver the right marketing message to the right audience at the right time.

**University offering the course:** The University of Illinois at Urbana-Champaign

**Platform:** Coursera

**Length of course:** 4 weeks

**Start Date:** The 15th of each month.

**Website or link access to the course:**

<https://www.coursera.org/learn/marketing-channels>

- **Multicultural Marketing. Introduction to Intercultural Studies: The Branding of Culture**

This course examines an aspect of marketing through the ways branding makes use of cultural stereotypes to promote products or places. On the course you will consider the effects this might have on national and cultural identity and explore how some products are becoming decoupled from their culture of origin whilst others are localized.

**University offering the course:** University of Leeds

**Platform:** Future Learn

**Length of course:** 2 weeks.

**Start Date:** At any time

**Website or link access to the course:**

<https://www.futurelearn.com/courses/intercultural-studies-branding-culture>



- **Marketing in an Analog World**

Exploration of key differences between Analog and the Digital marketing; Examination of four ways in which the Analog world has been affected by the digital revolution: Domination, Resistance, Synergy, and Transformation.

**University offering the course:** The University of Illinois at Urbana-Champaign

**Platform:** Coursera

**Length of course:** 4 weeks

**Start Date:** The 22nd of each month.

**Website or link access to the course:**

<https://www.coursera.org/learn/marketing-analog>

## Where do you go for additional information?

For additional information, you may consult our affiliate:

[info@tagiuni.com](mailto:info@tagiuni.com)

TAG-DU Program Manager

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