



Concurrent Degree Progress Guide (Spring 2023 - Onwards)

Below is the natural sequence of DMSM program courses designed for students to register per semester. Other degree requirements and comprehensive details are to be found in the AUIS Academic Catalog.

Course Code and Description	Credits	Prerequisite(s)
1st Semester		
R 100 - Reading	0	None
W 100 - Writing	0	None
CSC 101 - Computer Science and IT Applications	3	None
SCI 101- Life Science	3	None
MTH 101 - College Algebra	3	None
Total Credits	15	
2nd Semester		
SCI 102- Physical Science	3	MTH 101
MTH 121 - Business Math	3	MTH 101
CIV 101 - Civilization I: The Ancient World (History)	3	None
BUS 202 - Introduction to Business	3	15 credits
ENG 101- Argument	3	None
Total Credits	15	
3rd Semester		
MKT 301- Principles of Marketing	3	30 credits
CIV 203 - Civilization II: Ancient World (Humanities)	3	30 credits
STT 201 - Statistics	3	MTH 101
ECO 210- Introduction to Economics	3	15 credits
ENG 102 - Critical Reading	3	ENG 101
Total Credits	15	
4th Semester		
MKT 302-Digital Imaging, Website Planning and Creation	3	30 credits
MKT 303- Fundamentals of Digital and Social Media Strategy	3	30 credits
ENG 203 - Research & Project-Writing	3	ENG 102
Science Course (300 level or below BIO, SCI, PHYS, or CHEM course)	3	Subject to course selection
CIV 204 - Civilization III: The Modern World (Humanities)	3	CIV 203
Total Credits	15	
5th Semester		
MKT 310-Social Media Tools I	3	45 credits
MKT 350- Consumer Behavior	3	MKT 301
LGS 225 - Introduction to the Commercial Laws of Iraq and Iraqi Kurdistan for Business	3	45 credits
MKT 304- Marketing Information System	3	45 credits
MKT or business elective, minor	3	Subject to course selection
Total Credits	15	
6th Semester		
MKT 306- Mass Communications in the Digital Age	3	60 credits
MKT 360- Marketing Research	3	MKT 301
MKT 305- The Art of the Creative Brief	3	45 credits

MKT 311: Social Media Tools II	3	60 credits	
MKT or business elective, minor	3	Subject to course selection	

Total Credits 15

7th Semester

Social Science or Humanities (300 level or below ART, LIT, ENG, POL, HIST, PHI, or GEO course, or ECO 201)	3	Subject to course selection	
BUS 401 - Business Ethics (Social Media Law and Ethics)	3	LGS 225	
MKT 460- Advertising and Sales Force Management	3	MKT 301	
MKT 315: Copywriting	3	MKT 301	
MKT or business elective, minor	3	Subject to course selection	

Total Credits 15

8th Semester

MKT 440- International Marketing	3	90 credits, Business Major or Minor	
MKT 420-Digital Marketing Strategy and Metrics	3	MKT 303, 90 credits	
MKT 410- Integrated Marketing Communications	3	MKT 301	
MKT 430-Online Reputation and Brand Management in the Digital Age	3	MKT 301	
MKT or business elective, minor	3	Subject to course selection	

Total Credits 15

9th Semester

MKT 470- Marketing Strategy	3	MKT 350, MKT 360	
MKT or business elective, minor	3	Subject to course selection	

Total Credits 9

Program Credits

Core	51 credits (17 courses)
Major	60 credits (20 courses)
Minor / Concentration/ Electives	15 credits (5 courses)
Total	126 credits (40 courses)

General Tips and Recommendations

It is your choice to do a minor or concentration, but you do not have to do one. Instead, you can take 5 elective courses.

Varied Degree Paths

Student degree paths may vary slightly from this form. If an academic record differs from the courses listed in this form, please contact the Registration and Records Office during the advising week for clarification. Independent study, transfer credits or other unique circumstances are typically accounted for in the elective category.