

Faculty of Business and Economics (FBE)

Bachelor of Arts in Digital Marketing (BA in Digital Marketing)

I. Why Choose this Program?

II. Future Career Prospects

Graduates from this program will be able to pursue careers such as:

1. Digital Marketing Specialist
2. E-Commerce Manager
3. Business Analyst
4. Digital Business Consultant
5. Social Media Manager
6. Digital Project Coordinator
7. Product Manager
8. Entrepreneur

III. Course Structure

The four-year program consists of **120 credits** and is structured to provide students with a comprehensive academic foundation through a well-balanced curriculum of foundation, functional, pre-major, and major courses.

To fulfill the graduation requirements, students must successfully complete the following coursework:

YEAR 1		
Course Title	Credits	Priority
English I: Reading and Composition with Laboratory	4	Required
Gender Studies	3	Required
Khmer Studies	3	Required
Digital Literacy + Lab	4	Required
English II: Reading and Composition with Laboratory	4	Required
Environmental Science	3	Required

Introduction to Political Science	3	Required
Management Principles	3	Required
YEAR 2		
Course Title	Credits	Priority
Personal Growth and Development	4	Required
Logic and Critical Thinking	3	Required
Math for Business	3	Required
Financial Accounting I	3	Required
Introduction to Ethics and Good Governance	3	Required
Introduction to Statistics & Its Application	3	Required
History of Cambodia	4	Required
Office Applications for Business	3	Required
Financial Accounting II	3	Required
YEAR 3		
Course Title	Credits	Priority
Business Law	3	Required
Microeconomic Principles	3	Required
Marketing Principles	3	Required
Financial Management I	3	Required
Introduction to Digital Marketing	3	Required
Marketing Analytics	3	Required
Management Accounting I	3	Required
Consumer Behavior	3	Required
Management and Organization Behavior Theory	3	Required
Content Marketing Strategy	3	Required

YEAR 4		
Course Title	Credits	Priority
Data Analytics for Marketing	3	Required
Digital Product Management and Planning	3	Required
International and Global Marketing	3	Required
Digital Advertising and Promotion Strategy	3	Required
Digital Brand Management	3	Required
Management and Leadership Development Skills	4	Required
Digital Strategic Marketing and Pricing	3	Required
Digital Marketing Channels & E-Commerce	3	Required
Innovation in Digital Marketing	3	Required
Business Analytics for Managers	3	<i>Elective</i>
Strategic Management and Business Policy	3	<i>Elective</i>
Entrepreneurship & Small Business Management	3	<i>Elective</i>
Financial Markets	3	<i>Elective</i>
Negotiations and Conflict Resolution	3	<i>Elective</i>
Global Supply Chain Management	3	<i>Elective</i>
GRADUATION PATH		
Option I: Senior Project	6	Required
Option II: Internship	6	Required
Option III: Exit Exam	6	Required

****Note:** Graduation Path: Students choose only **ONE** option.*