



كلية إدارة الأعمال
College of Business

MBA – Digital Marketing

Master of Business Administration
College of Business

YOUR GATEWAY TO SUCCESS

The AU MBA Digital Marketing program adopts a broad and contemporary understanding of marketing concepts—considering holistic approaches such as market-oriented management, customer-relationship management, and integrated customer journey management—which vastly expands the scope of the limited and traditional understanding of marketing's main task of selling a company's products in the market using sales and advertising. We provide a unique value proposition in that we focus on marketing disciplines that have significantly grown in importance during the recent years; an offer that is so far unmatched by other MBA programs in the Kingdom of Saudi Arabia.

VISION STATEMENT

Our aim is to educate market-oriented leaders who will add value to businesses—locally and worldwide—by making sound marketing management decisions based on analytical and theoretical considerations.

MISSION STATEMENT

The AU MBA Digital Marketing program equips graduates with the analytical tools, techniques and marketing management skills necessary to make strong business cases for marketing expenditures that create value.

COLLEGE OF BUSINESS PARTNERSHIPS

هيئة الزكاة والضريبة والجمارك
Zakat, Tax and Customs Authority



وزارة الاقتصاد والتخطيط
MINISTRY OF ECONOMY & PLANNING



مستشفى الملك فيصل التخصصي ومركز الأبحاث
King Fahad Specialist Hospital & Research Centre

BAE SYSTEMS

بي أيه إي سيستمز السعودية للتطوير والتدريب
BAE Systems Saudi Development and Training



وزارة الاستثمار
Ministry of Investment

منشآت
monsha'at

Deloitte.

stc

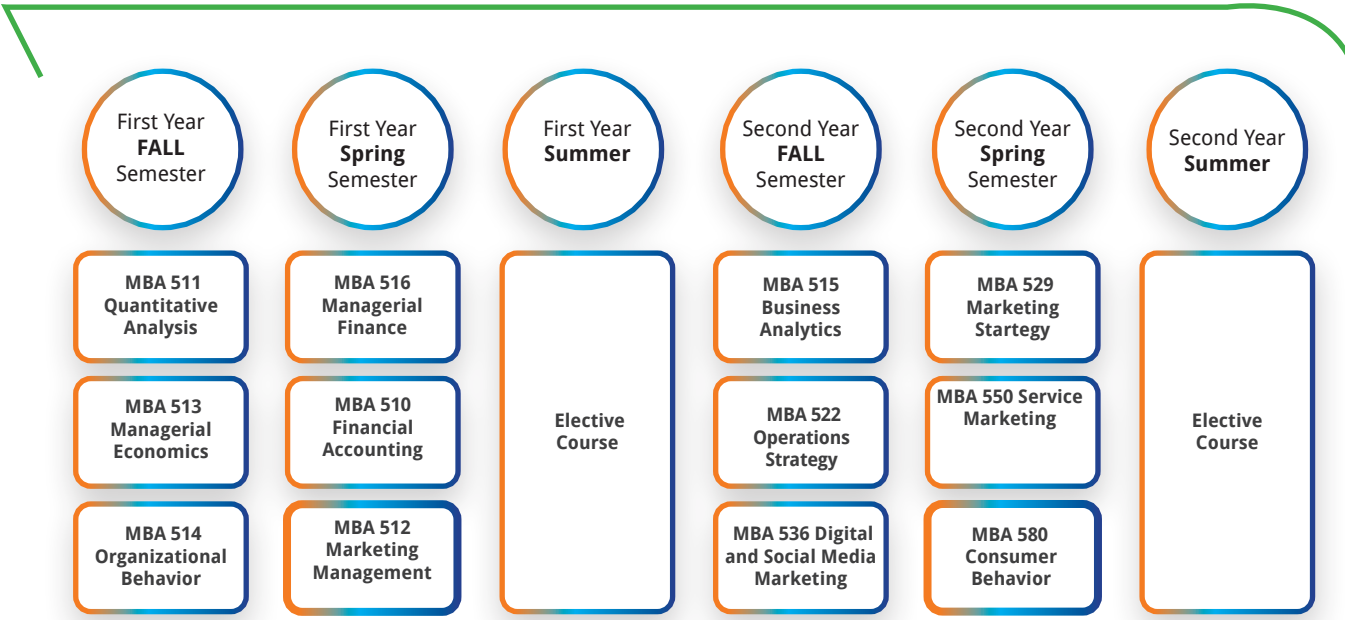
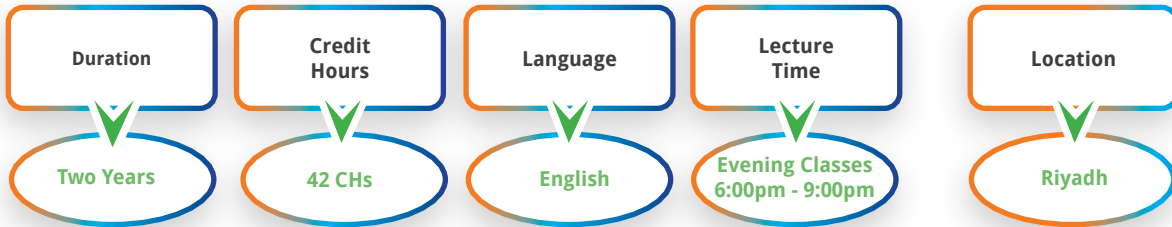


وزارة الصحة
Ministry of Health

هيئة السوق المالية
Capital Market Authority



Structure and Study Plan



Alumni Network

More than +2000 alumni are part of the Alfaisal Community. After graduating from Alfaisal, you directly become a member of our Alumni. The Alumni Association is represented by an official board. Graduates can learn more about the Alumni Association and how to apply by contacting the APR team.

Competitive Edge

When you complete Alfaisal MBA program, you will be proficient in functional skills such as strategic management, analytics, finance, accounting, and human resource management. Our MBA also aims to help you develop your critical thinking and problem-solving skills in different business environments and in specialized areas of expertise. You will have the soft skills, cultural intelligence and political acumen to navigate the complex world of business, maneuver around obstacles and spot opportunities for change. You will be able to create new business ventures within an existing firm or start your own business.

Admission Requirements:

- Bachelor's degree, minimum grade average of good
- English Proficiency Test IELTS minimum total Band Score: 6; Or TOFEL minimum Band score of at least 70
- Standardized Tests above national average on GMAT or GRE. Or minimum 70 in Post-Graduate General Aptitude Test.
- Two letters of recommendations
- On-campus interview

For more Information

Graduate Business Programs Office (MBA)



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<https://research.alfaisal.edu/gs-programs>

Office of Research & Graduate Studies (ORGS)



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