

University Requirements

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School Requirements**A. Obligatory school courses: (24) credit hours:**

Course Number	Course Title	Contact Hours		Credit Hours	Pre-requisite
		Theoretical	Practical		
1601102	Principles of Management	3			
1602101	Principles of Accounting (1)	3			
1603211	Principles of Finance	3		1602101	
1604201	Principles of Marketing	3			
1605215	Principles of Management Information System	3		-	
1606102	Modern Public Management	3		-	
1607110	Principles of Micro Economics	3		-	
1607150	Principles of Statistic	3		-	

Specialty courses: (81) credit hours distributed as follows:**A. Obligatory specialty courses: (60) credit hours:**

Course Number	Course Title	Contact Hours		Credit Hours	Pre-requisite
		Theoretical	Practical		
1600421	Consumer behaviour	3		3	
1604313	New product development	3		3	
1604315	Digital and electronic marketing	3		3	
1604317	Marketing research	3		3	
1604325	Promotion	3		3	
1604341	International Marketing	3		3	
1604344	Marketing channels	3		3	
1604404	Marketing management	3		3	
1604405	Marketing strategy	3		3	
1604406	Relationship marketing	3		3	
1604429	Sales management	3		3	
1604431	Service marketing	3		3	
1604441	Business marketing	3		3	

1604443	Public relations	3		3	
1604445	Contemporary issues in marketing	3		3	
1601408	Entrepreneurship	3		3	
0331103	Business math	3		3	
1601311	Operations management	3		3	
1602102	Accounting 2	3		3	
1601331	Supply chain	3		3	

B. Elective specialty courses: (21) credit hours:

Course Number	Course Title	Contact Hours		Credit Hours	Pre-requisite
		Theoretical	Practical		
1604303	Agricultural marketing	3		3	
1604314	Personal selling	3		3	
1604316	Branding	3		3	
1604318	Pharmaceutical marketing	3		3	
1604334	Tourism marketing	3		3	
1604336	Banking marketing	3		3	
1604346	Retailing	3		3	
1604350	Marketing ethics	3		3	
1604422	Advertising applications	3		3	
1604430	Pricing policies	3		3	
1604444	Database marketing	3		3	
1601405	Strategic management	3		3	
1601413	Operations and production management	3		3	
1601419	Total quality management	3		3	
1602211	Managerial accounting	3		3	
1605332	Electronic business	3		3	

1607111	Macro-economics	3		3	
1001120	Trade regulations	3		3	
1607250	Statistical analysis	3		3	

Advisory Study Plan

(1) Year

(first) Semester			(second) Semester		
Course Number	Course Title	Credit Hours	Course Number	Course Title	Credit Hours
1604201	Marketing principles	3	1606102	Public administration	3
1602101	Accounting 1	3	1604013	Consumer behaviour	3
1601102	Management principles	3	1602102	Accounting 2	3
0331103	Business math	3	1607110	Microeconomics	3
	Optional course	3		National education	3
Total		15	Total		15

(summer) Semester

Course Number	Course Title	Credit Hours
	Optional course	3
1607150	Principles of statistics	3
	Optional course	3
Total		9

(2) Year

(first) Semester			(second) Semester		
Course Number	Course Title	Credit Hours	Course Number	Course Title	Credit Hours
1603211	Financial management	3	1601311	Operation management	3
1605215	Mis principles	3	1604325	Promotion	3
1604313	New product development	3	1604315	e-marketing	3
	Marketing optional course	3		Marketing optional course	3
	University optional course	3		Marketing optional course	3

Total	15	Total	15
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(summer) Semester		
Course Number	Course Title	Credit Hours
1601408	Entrepreneurship	3
	University optional course	3
	Optional course	3
Total		9

(3) Year

(first) Semester			(second) Semester		
Course Number	Course Title	Credit Hours	Course Number	Course Title	Credit Hours
1604404	Marketing management	3	1604405	Marketing strategy	3
Marketing research	Marketing research	3	1604431	Service marketing	3
1604344	Marketing channels	3	Relationship marketing	Relationship marketing	3
	Marketing optional course	3		Marketing optional course	3
	Arabic skills 1	3		Arabic skills 2	3
Total		15	Total		15

(summer) Semester		
Course Number	Course Title	Credit Hours
1604341	International marketing	3
	University optional course	3
Total		6

(4) Year

(first) Semester			(second) Semester		
Course Number	Course Title	Credit Hours	Course Number	Course Title	Credit Hours
1601331	Supply chain management	3	1604443	Public relations	3
1604429	Sales management	3	1604445	Contemporary issues in marketing	3
1604441	Business marketing	3		Marketing optional course	3
	Marketing optional course	3	2220100	Military sciences	3
Total		12	Total		12

