

STUDY PLAN
Master In Business Administration/ Marketing Specialization
(Thesis Track)

Plan Number 2011 T

GENERAL RULES CONDITIONS:

This plan conforms to the valid regulations of the programs of graduate studies.

SPECIAL CONDITIONS: None.

THE STUDY PLAN: Studying (36) Credit Hours as follows:

1. Obligatory courses: (21) Credit Hours:

Course No.	Course title	Accredited hours
1601701	Applied Statistic in Business Administration	3
1601702	Research Methods in Business Administration	3
1602720	Managerial Accounting	3
1603704	ecnaniF laireganaM	3
1601722	roivaheB lanoitazinagrO	3
1604703	Marketing Management	3
1604723	Consumer Behavior	3

2. Elective Courses: (6) Credit hours:

Course No.	Course title	Accredited hours
1604724	International Marketing	3
1604725	Marketing Strategy	3
1604726	Service Marketing	3
1604727	Promotion Strategy	3
1604728	Marketing Research	3
1604780	Special Issues in Marketing	3
1601755	Strategic Management	3

3. Thesis: (9) Credit hours (1604799).

STUDY PLAN
Master In Business Administration/ Marketing Specialization
(Comprehensive Exam Track)

Plan Number 2011 T

GENERAL RULES CONDITIONS:

This plan conforms to the valid regulations of the programs of graduate studies.

SPECIAL CONDITIONS: None.

THE STUDY PLAN: Studying (36) Credit Hours as follows:

1. Obligatory courses: (24) Credit Hours:

Course No.	Course title	Accredited hours
1601701	Applied Statistic in Business Administration	3
1601702	Research Methods in Business Administration	3
1602720	Managerial Accounting	3
1603704	ecnaniF laireganaM	3
1601722	roivaheB lanoitazinagrO	3
1604703	Marketing Management	3
1604723	Consumer Behavior	3
1604725	Marketing Strategy	3

2. Elective Courses: (12) Credit hours:

Course No.	Course title	Accredited hours
1604724	International Marketing	3
1604726	Service Marketing	3
1604727	Promotion Strategy	3
1604728	Marketing Research	3
1604780	Special Issues in Marketing	3
1601755	Strategic Management	3

3. Comprehensive Exam: (9) Credit hours (1604798).