

1.	School	School of Business
2.	Department	Marketing
3.	Program title (Arabic)	ماجستير تسويق
4.	Program title (English)	MA Degree Plan in Marketing
5.	Track	Comprehensive

	Specialization #	Degree	Dep #	Faculty #	Year	Track
Plan Number		07	04	16	2012	comprehensive

First: General Rules & Conditions:

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

2. Specialties of Admission:

- **The First Priority:** Holders of the Bachelor's Degree in Marketing

- **The Second Priority:** Holders of the Bachelor's Degree in Insurance and risk management Business Administration, Pharmacy, Engineering, Finance, Accounting, Banking, Information Technology, Business information systems.

- **The Third Priority:** Holders of the Bachelor's Degree in Public administration, economic, Hotel management, Agriculture, Tourism Information Technology, Actuarial science.

Second: Special Conditions: None.

Third: Study Plan: Studying (36) Credit Hours as following:

1. Obligatory Courses (24) Credit Hours:

Course No.	Course Title	Credit Hrs	Theory	Practical.	Pre/Co-requisite
1601701	Applied Statistic in Business Administration	3	3	-	-
1601702	Research Methods in Business Administration	3	3	-	-
1602720	Managerial Accounting	3	3	-	-
1603704	Managerial Finance	3	3	-	-
1604722	Organizational Behavior	3	3	-	-
1604703	Marketing Management	3	3	-	-
1604723	Consumer Behaviour	3	3	-	-
1604725	Marketing Strategy	3	3	-	-

2. Elective Courses: Studying (12) Credit hours from the following:

Course No.	Course Title	Credit Hrs	Theory	Practical.	Pre/Co-requisite
1604724	International Marketing	3	3	-	-
1604726	Service Marketing	3	3	-	-
1604727	Promotion Strategy	3	3	-	-
1604728	Marketing Research	3	3	-	-
1604780	Special Issues in Marketing	3	3	-	-
1601755	Strategic Management	3	3	-	-

3. Comprehensive exam: () Credit hours (1604798).

*notes