

(Advisory plan for Students of the Marketing Department No. 9 (2018/2019))

Second Semester			
Course No	Subject Name	No. of hours	pre-requisite
--	University compulsory requirement	3	--
0400201	Business Administration (1)	3	--
0402234	Business Ethics and Social Responsibility	3	0400201
0400302	Principles of Accounting 2	3	0400301
--	Principles of Statistics	3	0400102
--	optional university requirement	3	--
Total		18	

First year

First semester			
Course No	Subject Name	No. of hours	pre-requisite
--	University compulsory requirement	3	--
0400101	Principles of Microeconomics	3	--
0400301	Principles of Accounting 1	3	--
0400501	Principles of Marketing	3	--
--	optional university requirement	3	--
Total		15	

Second Semester			
Course No	Subject Name	No. of hours	pre-requisite
0400103	Mathematics for Economics and Business	3	--
0401227	Research Methodology for Administrative Science	3	0400102
0405213	Business Marketing	3	0400501
0405219	Health and Medical Marketing In English	3	0400501
0401417	Feasibility Studies and Project Evaluation	3	0400101
--	University compulsory requirement	3	--
Total		18	

Second year

First semester			
Course No	Subject Name	No. of hours	pre-requisite
0405211	Marketing Management	3	0400501
0405220	Introduction in Islamic Marketing	3	0400501
0404211	Financial Management	3	0400302
0408261	Islamic Banks	3	--
--	optional university requirement	3	--
--	University compulsory requirement	3	--
Total		18	

Second Semester			
Course No	Subject Name	No. of hours	pre-requisite
--	elective course from the department	3	--
0405316	Material Management	3	0400501
0405331	Planning & Development of Product	3	0400501
0405354	Marketing Communications	3	0400501
0407448	E-Commerce	3	0400201
Total		15	

Third year

First semester			
Course No	Subject Name	No. of hours	pre-requisite
0405221	Consumer Behavior	3	0400501
0405251	Services Marketing	3	0405211
0405314	Sales Management	3	0400501
0405322	Pricing Policies	3	0400501
--	elective course from the department	3	--
--	optional university requirement	3	--
Total		18	

Second Semester			
Course No	Subject Name	No. of hours	pre-requisite
0405419	Contemporary Issues in Marketing	3	0405211
0405441	Marketing Information Systems	3	0405211
0405445	Technology and Modern Marketing	3	0405441
0405461	International Marketing in English	3	0405211
--	Free courses	3	--
Total		15	

Fourth year

First semester			
Course No	Subject Name	No. of hours	pre-requisite
0405331	Banking Marketing	3	0400501
0405336	Hotel & Tourism Marketing	3	0400501
0405416	Marketing Strategies	3	0405211
0405443	E-Marketing	3	0400501
--	University compulsory requirement	3	--
Total		15	

