

## Advisory Study Plan for the Academic Year 2014 / 2015

Business School

Department: Marketing

1 <sup>st</sup> Year/ First Semester			
Course No.	Course Title	Credit Hours	Prerequisite
0571101	Marketing Principles	3	
0511101	Business Administration Principles	3	
0531101	Accounting Principles (1)	3	
	Elective University Requirement	3	
<b>Total:12</b>			

1 <sup>st</sup> Year/ Second Semester			
Course No.	Course Title	Credit Hours	Prerequisite
	Elective University Requirement	3	
0571104	Marketing Communications	3	0571101
0571105	Marketing Channels	3	0571101
0571103	Consumer Behavior	3	0571101
0331201	Computer Skills (Humanities)	3	0331200
<b>Total:15</b>			

2 <sup>nd</sup> Year/ First Semester			
Course No.	Course Title	Credit Hours	Prerequisite
0572401	Services Marketing	3	0571101
0512102	Human Resource Management	3	0511101
0572202	Marketing Research	3	0571101
0572201	Marketing Management	3	0571101
	Elective University Requirement	3	
	Compulsory University Requirements	3	
<b>Total:18</b>			

2 <sup>nd</sup> Year/ Second Semester			
Course No.	Course Title	Credit Hours	Prerequisite
0572403	Tourism Marketing	3	0571101
0572101	Pricing policies	3	0571101
0572402	Bank Marketing	3	0571101
0572203	Marketing Strategies	3	0572201
0551502	Microeconomics	3	
	Compulsory University Requirements	3	
<b>Total:18</b>			

3 <sup>rd</sup> Year/ First Semester			
Course No.	Course Title	Credit Hours	Prerequisite
0573301	Customers Relationships Management	3	0572203
0573402	Social Media Marketing	3	0572203
	Elective University Requirement	3	
0412343	Commercial Law for Business	3	
0571102	Sales Management	3	0571101
0512202	Operations Research	3	0511101
<b>Total:18</b>			

3 <sup>rd</sup> Year/ Second Semester			
Course No.	Course Title	Credit Hours	Prerequisite
0573302	Electronic Marketing	3	0572203
0512402	Supply Chain Management	3	0511101
0573303	Management of Trade Fairs	3	0571104
0573101	Product Planning and Development	3	0572203
0551504	Business Statistics	3	
	Elective Major Requirements	3	
<b>Total:18</b>			

4 <sup>th</sup> Year/ First Semester			
Course No.	Course Title	Credit Hours	Prerequisite
0574301	Practical Applications in Advertising	3	0572203
0574601	Graduation Project in Marketing	3	complete 90 hours
	Elective Major Requirements	3	
0581102	Information Systems Management	3	
0551101	Financial Management (1)	3	0531101
	Compulsory University Requirements	3	
<b>Total:18</b>			

4 <sup>th</sup> Year/ Second Semester			
Course No.	Course Title	Credit Hours	Prerequisite
	Compulsory University Requirements	3	
0563201	Hospitality and Tourism Marketing and Sales	3	0571101
0574202	Brand Management	3	0572203
0574201	Global Marketing	3	0572203
	Elective University Requirements	3	
<b>Total:15</b>			