

Study Plan of the Program of B.Sc. in Marketing

Course ID	Course Title	Credit Hours	Contact Hours	Pre-requisite
First Year: First Term				
11030117	<i>English Language (1)</i>	3	3	-
16001121	<i>Information Technology Skills</i>	2	2	-
31600112	<i>Academic Skills</i>	3	3	-
16001125	<i>Communication Skills</i>	2	2	-
16001127	<i>Entrepreneurship (1)</i>	2	2	-
11010101	<i>Islamic Culture (1)</i>	2	2	-
11020107	<i>Quran Recitation</i>	2	2	
First Year: Second Term				
11030217	<i>English Language (2)</i>	3	3	11030117
16011220	<i>Principles of Management</i>	3	3	
16041222	<i>Principles of Statistics</i>	3	3	
16011224	<i>Business Communication Skills</i>	3	3	
16031226	<i>Management Information Systems</i>	3	3	
16001228	<i>Specialized English Language</i>	2	2	
Second Year: First Term				
16021321	<i>Microeconomics</i>	3	3	
16031323	<i>Mathematics</i>	3	3	
16021325	<i>Principles of Accounting (1)</i>	3	3	
16011327	<i>English Language for Business</i>	3	3	
16041331	<i>Principles of Marketing</i>	3	3	
16061329	<i>Principles of Law</i>	3	3	

11010113	<i>Voluntary Service (1)</i>	0	0	
Second Year: Second Term				
16021422	<i>Islamic Economics</i>	3	3	
16021420	<i>Macroeconomics</i>	3	3	16021321
16021424	<i>Financial Management</i>	3	3	
16021426	<i>Principles of Accounting (2)</i>	3	3	16021325
16051428	<i>Principles of Health Management</i>	3	3	
16061430	<i>Commercial Law</i>	3	3	16061329
11010123	<i>Voluntary Service (2)</i>	0	0	
Third Year: First Term				
16041521	<i>Marketing Communications</i>	3	3	16041331
16041523	<i>Consumer Behavior</i>	3	3	16041331
16041525	<i>Distribution Channels</i>	3	3	60413311
16011527	<i>Business Ethics and C S R</i>	3	3	
16001529	<i>Entrepreneurship (2)</i>	2	2	16001127
Third Year: Second Term				
16041520	<i>International Marketing</i>	3	3	16041331
16041622	<i>Product and Brand Management</i>	3	3	
16041624	<i>Marketing Strategies</i>	3	3	16041331
16041626	<i>Contemporary Marketing Issues</i>	3	3	
16041628	<i>Electronic Marketing</i>	3	3	
16041630	<i>Retail Management</i>	3	3	
Fourth Year: First Term				
16041721	<i>Services Marketing</i>	3	3	41331160

16041723	<i>Marketing Research</i>	3	3	
16041725	<i>Marketing Information System</i>	3	3	
11010111	<i>Islamic Culture (2)</i>	2	2	
11010112	<i>Essay and Research Writing Skills</i>	2	2	
Fourth Year: Second Term				
16041820	<i>Case Studies in Marketing</i>	3	3	16041331
16041822	<i>Computer application in Marketing</i>	3	3	
16041824	<i>Promotion Management</i>	3	3	16041331
16041826	<i>Consumer Protection and Marketing</i>	3	3	16041331
16041828	<i>Training in Marketing</i>	3	3	Completed 112 Credit. Hrs.
Electives				
16041531	<i>Financial Marketing</i>	3	3	
16041533	<i>Advertising Theory and Practices</i>	3	3	
16041727	<i>Industrial Marketing</i>	3	3	
16011525	<i>Management of Small and Medium Project</i>	3	3	
16011826	<i>Feasibility study and Project Evaluation</i>	3	3	