

Study Plans - English

Major	: Marketing / Bachelor	Plan Semester	: 20171
Faculty	: Business	Section	: Marketing
Plan Hrs	: 132	Plan Type	: Major
Min Semester	: 6 Semester / Semesters	Edition	: 4 Study Type: Regular Stud
Max Semester	: 14 Semester / Semesters	Thesis Type	: Nothing

Category : University Requirement Hrs : (27) Hrs

Group : Compulsory Hrs : (18) Hrs

course	Course Name	Hrs	Prerequisite Courses	Prerequisit Hrs
0106117	Community Responsibility	3		
0106118	Arabic Communication Skills	3	(0106060)	
0106119	English Communication Skills	3	(0106070)	
0106129	Military Sciences	3		
0106130	Life Skills	3		
0106134	Scientific Thinking Skills	3		

Group : Elective Hrs : (9) Hrs

course	Course Name	Hrs	Prerequisite Courses	Prerequisit Hrs
0106107	Contemporary Issues	3		
0106108	Safety and Security	3		
0106109	Introduction to Leadership	3		
0106115	Renewable Energy in Our Lives	3		
0106116	Computer Skills	3	(0106099)	
0106122	Human Rights	3		
0106123	(Jerusalem (Palestinian Cause	3		
0106180	Islamic Culture	3		

Category : Faculty Requirement Hrs : (21) Hrs

Group : Compulsory Hrs : (21) Hrs

course	Course Name	Hrs	Prerequisite Courses	Prerequisit Hrs
0106231	Principles of Statistics	3		
0301101	Principles of Accounting 1	3		
0302100	Principles of Management	3		
0302325	Research Methods for Business	3	(0106231)	
0304101	Principles of Marketing	3		
0307101	Financial Management	3	(0301101)	
0307111	Micro Economics	3		

Study Plans - English

Category : Major Requirement

Hrs : (72) Hrs

Group : Compulsory

Hrs : (66) Hrs

course	Course Name	Hrs	Prerequisite Courses	Prerequisite Hrs
0304200	Sales Management And Personal Selling	3	(0304101)	
0304203	Integrated Marketing Communications	3	(0304101)	
0304204	Distribution Channels	3	(0304101)	
0304206	Service Marketing	3		
0304207	Consumer Behavior	3	(0304101)	
0304211	Marketing Management	3	(0304101)	
0304231	Introduction to Islamic Marketing	3		
0304235	Financial Services Marketing	3	(0304101)	
0304301	Innovation And Product Development	3	(0304211)	
0304302	Pricing	3	(0304101)	
0304315	Marketing Research	3	(0302325)	
0304325	E-Marketing	3	(0304203)	
0304327	Social Media Marketing	3	(0304203)	
0304330	Entrepreneurial Marketing	3	(0304101)	
0304331	Pharmaceutical Marketing	3	(0304101)	
0304336	Business To Business Marketing	3	(0304211)	
0304410	Marketing Strategies	3	(0304211)	
0304411	International Marketing	3	(0304211)	
0304412	Branding Strategy	3	(0304211)	
0304421	Advertising Technology	3	(0304203)	
0304426	Contemporary Issues In Marketing	3	(0304211)	
0304491	Graduation Project	3	(0304315)	90

Group : Elective

Hrs : (6) Hrs

course	Course Name	Hrs	Prerequisite Courses	Prerequisite Hrs
0106131	Mathematics For Administrative Sciences	3		
0301102	Principles Of Accounting 2	3	(0301101)	
0301214	(Cost Accounting (1	3	(0301102)	
0302201	Human Resource Management	3	(0302100)	
0302331	Supply Chain Management	3	(0302100)	
0302401	Entrepreneurship and Small Enterprises	3	(0302100)	
0304310	Marketing Database Systems	3	(0302121)	
0304312	Marketing In Nonprofit Organizations	3	(0304101)	
0304328	Customer Relationship Management	3	(0304207)	
0304335	Social Marketing	3	(0304101)	
0304431	Case Studies In Marketing	3	(0304101)	
0304492	Field Training	3		90

Study Plans - English

Category Major Requirement

Hrs : (72) Hrs

Group Elective

Hrs : (6) Hrs

course	Course Name	Hrs	Prerequisite Courses	Prerequisite Hrs
0305214	Tourism Marketing	3	(0304101)	

Category : Supportive Requirement

Hrs : (9) Hrs

Group : Compulsory

Hrs : (9) Hrs

course	Course Name	Hrs	Prerequisite Courses	Prerequisite Hrs
0106120	Principles of Commercial Law	3		
0302121	Management Information Systems	3		
0302302	Strategic Management	3	(0302100)	

Category : Free Elective

Hrs : (3) Hrs

Group : Free Hrs

Hrs : (3) Hrs

course	Course Name	Hrs	Prerequisite Courses	Prerequisite Hrs

Category : Orientation Requirement

Hrs : (9) Hrs

Group : Compulsory

Hrs : (9) Hrs

course	Course Name	Hrs	Prerequisite Courses	Prerequisite Hrs
0106060	Remedial Arabic	3		
0106070	Remedial English	3		
0106099	Remedial Computer Skills	3		