



# College of Business Administration

## Study plan for the marketing program

First Year (Freshman)							
First Semester				Second Semester			
Code	No.	Course Title	CR	Code	No.	Course Title	CR
CT	1400	Computer Skills	3	ARAB	1103	Arabic Language Skills	2
ARAB	1100	Arabic Language Writing	2	SKL	1450	University Skills	3
MATH	1100	Elementary Mathematics	4	ENGL	1121	B1 Threshold Listening and Speaking II	3
ENGL	1111	A2 Waystage Listening & Speaking I	3	ENGL	1122	B1 Threshold Integrated English Language	2
ENGL	1112	A2 Waystage Grammar	2	ENGL	1123	B1 Threshold Reading and Writing II	3
ENGL	1113	A2 Waystage Reading & Writing I	3	MATH	1121	Business Mathematics	3
EPH	1500	Health and Physical Education	1	ISLM	1101	Islam and Society Building	2
<b>Semester Credit-Hour</b>			<b>18</b>	<b>Semester Credit-Hour</b>			<b>18</b>

Second Year (Sophomore)							
Third Semester				Fourth Semester			
Code	No.	Course Title	CR	Code	No.	Course Title	CR
ACCT	1211	Principles of Accounting	3	ACCT	1221	Principles of Cost and Management Accounting	3
MGT	1211	Principles of Management	3	ECON	1221	Principles of Macroeconomics	3
ECON	1211	Principles of Microeconomics	3	MKT	1221	Sales Management	3
STAT	1211	Business Statistics I	3	MIS	1221	Management Information Systems	3
MKT	1211	Principles of Marketing	3	STAT	1221	Business Statistics II	3
				FIN	1221	Principles of Finance	3
<b>Semester Credit-Hour</b>			<b>15</b>	<b>Semester Credit-Hour</b>			<b>18</b>

Third Year (Junior)							
Fifth Semester				Sixth Semester			
Code	No.	Course Title	CR	Code	No.	Course Title	CR
SKL	1451	Leadership & Teamwork	2	MKT	1321	Consumer Behavior	3
MGT	1212	Organizational Behavior	3	MKT	1322	Integrated Marketing Communication	3
MGT	1311	Operations Management	3	MKT	1323	Social Media Marketing	3
MKT	1311	Retail Management	3	MKT	1324	Events Marketing	3
MKT	1312	Services Marketing	3	Elective			3
MKT	1313	E-Marketing	3				
<b>Semester Credit-Hour</b>			<b>17</b>	<b>Semester Credit-Hour</b>			<b>15</b>

Summer Session			
MKT	1360	Co-operative Training	6

Fourth Year (Senior)							
Seven Semester				Eighth Semester			
Code	No.	Course Title	CR	Code	No.	Course Title	CR
MGT	1411	Business Research Methods	3	MGT	1421	Entrepreneurship	3
MGT	1412	Strategic Management	3	MKT	1421	Marketing Strategy	3
MGT	1413	Business Law & Ethics	3	MKT	1422	Marketing Research	3
MKT	1411	International Marketing	3				
Elective			3	Elective			3
Elective				Elective			3
<b>Semester Credit-Hour</b>			<b>15</b>	<b>Semester Credit-Hour</b>			<b>15</b>
<b>Total Credit-Hour</b>				<b>137</b>			

EFC= English foundation courses – ENGL (001,002,003,004).

RP= Respective prerequisite for course.

