

Bachelor of Marketing Study Plan

First Year (Freshman)							
First Semester				Second semester			
Code	No.	Course Title	credit			Course Title	Credit
CS	100	Introduction to Computers	1	MATH	131	Mathematics for Management I	3
SKILL	110	Learning Skills	1	MGT	101	Principles of Management	3
MATH	100	Elementary Mathematics	4	MIS	101	Introduction to Computer Applications	3
PE	101	Physical Education 1	1	ENGL	121	Oral Communication II	3
ENGL	111	Oral Communication I	3	ENGL	122	IELTS Exam Preparation	2
ENGL	112	Grammar	2	ENGL	123	Reading & Writing II	3
ENGL	113	Reading & Writing I	3				
ARAB	101	Arabic Language Skills	2				
Semester Credit Hours			17	Semester Credit Hours			17
Second Year (Sophomore)							
Third semester				Fourth semester			
ACCT	201	Principles of Accounting I	3	ACCT	202	Principles of Accounting II	3
ARAB	102	Arabic Language Writing	2	ECON	102	Introductory Macroeconomics	3
ECON	101	Introductory Microeconomics	3	FIN	201	Financial Management I	3
MATH	132	Mathematics for Management II	3	MKT	210	Sales Management	3
MIS	102	Principles of MIS	3	OM	211	Operations Management	3
MKT	101	Principles of Marketing	3	STAT	201	Statistical Methods for Management I	3
PE	102	Physical Education 2	1				
Semester Credit Hours			18	Semester Credit Hours			18

Third Year (Junior)							
Fifth Semester				Sixth Semester			
MGT	310	Organizational Behavior	3	MKT	325	Marketing Research	3
MGT	211	Business Law	3	MKT	330	Sales Promotion & Advertising	3
MKT	315	Retail Management	3	MKT	335	E-Marketing & E-Commerce	3
MKT	320	Services Marketing	3	MKT	340	Consumer Behavior	3
SKILL	120	Critical Thinking & Problem-solving	2	ISLM	101	Introduction to Islamic Doctrine (Fiqh)	3
STAT	202	Statistical Methods for Management II	3			Elective I	3
Semester Credit Hours			17	Semester Credit Hours			18
Summer Session							
MKT	351	Co-operative Work	9				
Fourth Year (Senior)							
Seventh Semester				Eighth Semester			
MKT	352	Co-operative Work (continued)	0	MGT	440	International Business	3
				MGT	449	Strategic Management	3
				MKT	420	International Marketing	3
				MKT	450	Marketing Management Strategy	3
				SKILL	121	Leadership & Teamwork	2
						Elective II	3
				Semester Credit Hours			17
Total Credit Hours				131			