



Guidance Curriculum Plan 2021/2022
Bachelor's in Marketing – English Track
(132) Credit Hours

FIRST YEAR							
First Semester				Second Semester			
Course		CH	Prerequisite	Course		CH	Prerequisite
Article No.	Course Title			Article No.	Course Title		
100103	Military Science	3	-	1401124	Communication skills (English 1)	3	1401098
1401123	Communication skills (Arabic 1)	3	1401099	404102	Principles of Stat. for Business Students (E)	3	-
403101	Principles of Management (1)	3		303101	Principles of Accounting (1)	3	-
404101	Intr. to Economic Sciences E	3		408105	Int. to Management Information Systems	3	-
410101	Principles of Marketing	3		404103	Math (for Business Students E)	3	-
Year 1: First Semester (15 Cr. Hrs.)				Year 1: Second Semester (15 Cr. Hrs.)			
SECOND YEAR							
First Semester				Second Semester			
Course		CH	Prerequisite	Course		CH	Prerequisite
Article No.	Course Title			Article No.	Course Title		
410202	Consumer Behavior	3	410101	410210	Services Marketing	3	410101
410209	Marketing Communications	3	410101	410222	Sales Management	3	403101+410101
1401150	National Education	3	-	601121	Principles of Commercial Law	3	601121
404201	Financial Management	3	-	403217	Operation Research (E)	3	1401124
408103	Computer Skills	3	1501099	1401116	Islamic Education	3	-
1401146	Entrepreneurship and innovation	1	concurrent	University Requirements- Elective Course		3	-
1401147	Leadership and social accountability	1					
1401148	Life skills	1					
Year 2: First Semester (18 Cr. Hrs.)				Year 2: Second Semester (18 Cr. Hrs.)			
THIRD YEAR							
First Semester				Second Semester			
Course		CH	Prerequisite	Course		CH	Prerequisite
Article No.	Course Title			Article No.	Course Title		
	Free Course	3		410330	Industrial Marketing	3	410101
	University Requirements- Elective Courses	3		410313	Financial Services Marketing	3	410210
403312	Material Management	3	403101	403322	Human Resources Management	3	403101
410305	Product Planning & Development	3	410101	410404	Distribution Channels	3	410101
410322	Marketing Management	3	410101	403110	Scientific Research Methodology	3	-
410347	Marketing Information System	3	410101	410398	Field Training (summer semester)	3	90 Hours
Year3: First Semester (18 Cr. Hrs.)				Year 3: Second Semester (18 Cr. Hrs.)			
FORTH YEAR							
First Semester				Second Semester			
Course		CH	Prerequisite	Course		CH	Prerequisite
Article No.	Course Title			Article No.	Course Title		
410406	Pricing Policies	3	410101	407449	E-Marketing (E)	3	410101
410437	Customer Relationship Management	3	410322	407450	Current Marketing Issues (E)	3	1401124+410443
410443	Marketing Strategies	3	410322	410452	International Marketing	3	410101
410444	Marketing Research	3	410101+403110	410498	Applied Research	3	99 Hours
Major Requirements- Elective Course		3		Major Requirements- Elective Course		3	
Year4: First Semester (15 Cr. Hrs.)				Year 4: Second Semester (15 Cr. Hrs.)			