



**Faculty of Business**  
**Marketing Program Curriculum (2021/2022) – Arabic Language Track**  
**Graduation Requirements 132 Credit Hours**

I- University Requirements (24) Credit Hours				
A- Compulsory Courses (18) Credit Hours				
Article No.	Course Title	CH	PR	TM
100103	Military Sciences*	3	-	E
1401116	Islamic Education	3	-	E
1401123	Communication skills (Arabic 1)**	3	1401099	E
1401124	Communication skills (English 1)**	3	1401098	E
1401146	Entrepreneurship and innovation	1	concurrent	E
1401147	Leadership and social accountability	1		E
1401148	Life skills	1		E
1401150	National Education *	3	-	E
B- Elective Courses (6) Credit Hours				
501114	Palestinian Cause & Contemp. Arab History	3	-	E
1211110	Art Education	3	-	E
1401118	Ethics in Islam	3	-	E
1401126	Human Rights	3	-	E
1401127	Environmental Development	3	-	E
1401130	Sports and Health	3	-	E
1401131	Introduction to sociology	3	-	E
1401151	Campus Life Ethics	3	-	E
1401221	Foreign Languages	3	-	E
1401223	Communication skills (Arabic 2)	3	1401123	E
1401224	Communication skills (English 2)	3	1401124	E
1501127	Green Energy	3	-	E
1501128	Communication & Social Media Technology	3	-	E
1501154	Health Education	3	-	E
1501163	Introduction to the future	3	-	E
1501164	Digital Skills	3	-	E

IV- Major Requirements (81) Credit Hours				
A- Compulsory Courses (75) Credit Hours				
Article No.	Course Title	CH	PR	TM
402110	Scientific Research Methodology	3	-	B
402217	Operation Research E	3	1401124	F
402312	Material Management	3	402101	F
402322	Human Resources Management	3	402101	F
407202	Consumer Behavior	3	407101	F
407209	Marketing Communications	3	407101	B
407210	Services Marketing	3	407101	F
407222	Sales Management	3	402101+407101	B
407305	Product Planning & Development	3	407101	F
407313	Financial Services Marketing	3	407210	B
407322	Marketing Management	3	407101	F
407330	Industrial Marketing	3	407101	F
407347	Marketing Information System	3	407101	F
407398	Field Training	3	Passing 90 C.H	B
407404	Distribution Channels	3	407101	F
407406	Pricing Policies	3	407101	F
407437	Customer Relationship Management	3	407322	F
407443	Marketing Strategies	3	407322	F
407444	Marketing Research	3	407101+402110	F
407449	E-Marketing - English	3	407101	B
407450	Current Marketing Issues - English	3	1401124+407443	B
407452	International Marketing	3	407101	F
407498	Applied Research	3	Passing 99 C.H	B
408100	Intr. to management information system	3	-	B
601121	Principles of Commercial Law	3	-	B

II- Free Course (3) Credit Hours				
		3		

III- Faculty Requirements (24) Credit Hours				
302101	Principles of Accounting (1)	3	-	F
402101	Principles of Management (1)	3	-	B
404102	Principles of Statistics (for Business Students E)	3	-	B
404103	Math (for Business Students E)	3	-	B
405201	Financial Management	3	-	B
405103	Intr. to Economic Sciences	3	-	B
407101	Principles of Marketing	3	-	B
408103	Computer Skills	3	1501099	B

B- Elective Courses (6) Credit Hours				
402211	Public Relations	3	402101	B
402410	Business Communications E	3	1401124+402101	B
402445	Total Quality Management	3	402101	B
407224	Personal Selling	3	407101+402101	F
407314	Health Services Marketing	3	407210	F
407333	Agricultural Marketing	3	407101	F
407334	Pharmaceutical Marketing	3	407101	F
407335	Retailing Management	3	407101	F
407407	Practical Applications in Advertising	3	407209	F
407413	Social Marketing	3	407210	F
407419	Tourism Marketing	3	407210	F
407436	Branding Management	3	601121+ 407101	F
407438	Green Marketing	3	407101	F
407440	Case Study in Marketing	3	-	F
408221	Office Management Automation Systems	3	408103+402101	F

**TM (Teaching Method):**  
E: Electronic  
B: Blended  
F: Face to Face

\*Non Jordanian students may study two other courses of the study plan instead of (Military Science) and (National Education).

\*\*All students are subject to the level exams in Arabic Language, English Language and Computer skills. Anyone who fails to succeed in any of these exams has to register in the Remedial Course (099).

\*\*\*The student must perform 10 hours of community service during his study period/ (0) credit hour.