



**Faculty of Business**  
**Marketing Program Curriculum (2021/2022) – English 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		-
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
402217	Operation Research E	3	403101	F
403110	Scientific Research Methodology	3	-	B
403312	Material Management	3	403101	F
403322	Human Resources Management	3	403101	F
407449	E-Marketing - English	3	410101	B
407450	Current Marketing Issues - English	3	410443	B
408105	Intr. to management information system	3	-	B
410202	Consumer Behavior	3	410101	F
410209	Marketing Communications	3	410101	B
410210	Services Marketing	3	410101	F
410222	Sales Management	3	410101+403101	B
410305	Product Planning & Development	3	410101	F
410313	Financial Services Marketing	3	410210	B
410322	Marketing Management	3	410101	F
410330	Industrial Marketing	3	410101	F
410347	Marketing Information System	3	410101	F
410398	Field Training	3	Passing 90 C.H	B
410404	Distribution Channels	3	410101	F
410406	Pricing Policies	3	410101	F
410437	Customer Relationship Management	3	410322	F
410443	Marketing Strategies	3	410322	F
410444	Marketing Research	3	410101+403110	F
410452	International Marketing	3	410101	F
410498	Applied Research	3	Passing 99 C.H	B
601121	Principles of Commercial Law	3	-	B

II- Free Course (3) Credit Hours				
		3		

III- Faculty Requirements (24) Credit Hours				
303101	Principles of Accounting (1)	3	-	F
403101	Principles of Management (1)	3	-	B
404101	Intr. to Economic Sciences E	3	-	B
404102	Principles of Statistics (for Business Students E)	3	-	B
404103	Math (for Business Students E)	3	-	B
404201	Financial Management	3	-	B
408103	Computer Skills	3	1501099	B
410101	Principles of Marketing	3	-	B

B- Elective Courses (6) Credit Hours				
402410	Business Communications E	3	403101	B
403211	Public Relations	3	403101	B
403445	Total Quality Management	3	403101	B
408221	Office Management Automation Systems	3	408103+403101	F
410224	Personal Selling	3	410101+403101	F
410314	Health Services Marketing	3	410210	F
410333	Agricultural Marketing	3	410101	
410334	Pharmaceutical Marketing	3	410101	F
410335	Retailing Management	3	410101	F
410407	Practical Applications in Advertising	3	410209	F
410413	Social Marketing	3	410210	F
410419	Tourism Marketing	3	410210	F
410436	Branding Management	3	410101+601121	F
410438	Green Marketing	3	410101	F
410440	Case Study in Marketing	3	-	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.