



AMMAN - JORDAN



المستوى الذهبي

جامعة كل العرب

Master of Marketing Curriculum (2020/2021) Comprehensive Exam Track (33 Credit Hrs.)

1- Compulsory Courses (24 Credit Hrs.)

Course	Credit hours	Course Number
Consumer Behavior	3	7047202
Marketing Communications	3	7047209
Services Marketing	3	7047210
Distribution Management	3	7047404
Marketing Management	3	7047322
Marketing Strategies	3	7047443
Research Methods	3	7030043
International Marketing	3	7047452

2- Elective Courses (9 Credit Hrs.)

Course	Credit Hours	Course Number
Financial Markets and Institutions	3	7045014
Advanced Managerial Accounting	3	7030022
Customer Relationship Management	3	7047437
E - Marketing	3	7047449
Contemporary Issues in Marketing	3	7047450

3- Comprehensive Exam.