

Marketing Department (MRKT)

First Semester				Second Semester			
Course Title	Code No.	Credits	Prerequisites	Course Title	Code No.	Credits	Prerequisites
Computer Skills	CPIT 100	3		General Biology I	BIO 110	3	
English Language I	ELCS 101	3		General Chemistry I	CHEM 110	3	
Mathematics	MATH 110	3		Communication Skills	COMM 101	3	
General Physics I	PHYS 110	3		English Language II	ELCS 102	3	ELCS 101
TOTAL UNITS		12		General Statistics	STAT 110	3	
				TOTAL UNITS		15	
Third Semester				Fourth Semester			
Course Title	Code No.	Credits	Prerequisites	Course Title	Code No.	Credits	Prerequisites
Principles of Accounting I	ACCT 117	3		Principles of Accounting II	ACCT 213	3	ACCT 117
Arabic Language Skills	ARAB 101	3		Arabic Editing	ARAB 201	3	ARAB 101
Principles of Microeconomics	ECON 107	3		Principles of Management	BUS 220	3	ELIB 201
Advanced English Language I	ELIB 201	3	ELCS 102	Principles of Macroeconomics	ECON 203	3	
Business Statistics	STAT 271	3	STAT 110	Advanced English Language II	ELIB 202	3	ELIB 201
TOTAL UNITS		15		TOTAL UNITS		15	
Fifth Semester				Sixth Semester			
Course Title	Code No.	Credits	Prerequisites	Course Title	Code No.	Credits	Prerequisites
Reporting	ELIB 203	3	ELIB 202	Business Law	BLB 306	3	BUS 220 , ELIB 202
Foundations of Finance	FIN 230	3	ACCT117, ELIB202	Organizational Behavior	BUS 320	3	BUS 220 -ELIB 201
Islamic Culture I	ISLS 101	2		Business Quantitative Analysis	BUS 323	3	MATH 110
Management Information Systems	MIS 250	3	CPIT100,ELIB202	Islamic Culture II	ISLS 201	2	ISLS 101
Principles of Marketing	MRKT 260	3	ELIB 202	Consumer Behavior	MRKT 361	3	MRKT 260
TOTAL UNITS		14		TOTAL UNITS		14	
Seventh Semester				Eighth Semester			
Course Title	Code No.	Credits	Prerequisites	Course Title	Code No.	Credits	Prerequisites
Operations Management	BUS 326	3	ELIB 203-BUS 220	Strategic Management	BUS 420	3	BUS320,BUS326,FIN230, MRKT260,MIS250
Marketing Research	MRKT 365	3	MRKT 260	E-Marketing	MRKT 462	3	MRKT 260
Marketing Communications	MRKT 367	3	MRKT 260	International Marketing	MRKT 464	3	MRKT 260
Selling and Sales Management	MRKT 369	3	MRKT 260	Marketing Management	MRKT 466	3	MRKT361,MRKT365
Islamic Culture III	ISLS 301	2	ISLS 201	Islamic Culture IV	ISLS 401	2	ISLS 301
Free Course I	FREE 301	3		Free Course II	FREE 401	3	
TOTAL UNITS		17		TOTAL UNITS		17	
Ninth Semester							
Option 1 : 9 credits Co-Op training				Option 2 :9Credits Elective Courses Chosen From The Following List			
Course Title	Code No.	Credits	Prerequisites	Course Title	Code No.	Credits	Prerequisites
Co-op Training	MRKT 469	9	IN LAST SEMESTER ONLY , AFTER FINISHING 119 CREDITS HOURS	Business Ethics	BUS 327		BUS 320
				Channels of Distribution	MRKT 467		MRKT 260
				Services Marketing	MRKT 468		MRKT 260
				Public Relations	COM 360		
				Sociology	SOC 211		
TOTAL UNITS FOR GRADUATION						128	