

**Faculty of Administrative Sciences**

**Department: Business Administration**

Major: Marketing

Summary: The Marketing Program addresses how to identify customer needs, how to communicate information about products and services to customers and potential customers, how to price products and services and where to market them, and how to respond to the growing demands of the markets in different countries.

<b>BA in Marketing</b>				
<b>August 26, 2014</b>				
<b>Sophomore</b>				
<b>Semester</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Prerequisite</b>
<b>FALL</b>	ARB208	Arabic Language and Literature	3	
	CSC200	Computer Driving Skills	2	ENG022
	ENG201	English Essays and Composition	3	ENG105
	MGT201	Introduction to Management	3	ENG022
	MTH200	Finite Mathematics	3	MTH101
	MKT201	Introduction to Marketing	3	ENG022
		<b>Total</b>	<b>17</b>	
<b>SPRING</b>	ACC201	Accounting I	3	ENG022
	ARB209	Arabic Rhetoric	3	ARB208
	BUS203	Business Law	3	
	ENG202	English Communication Skills	3	ENG201
	MTH215	Probability and Statistics	3	MTH101
		<b>Total</b>	<b>15</b>	
<b>SUM</b>		Free Elective	3	
		<b>Total</b>	<b>3</b>	
<b>Junior</b>				
<b>Semester</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Prerequisite</b>
<b>FALL</b>	ACC202	Accounting II	3	ACC201
	BUS201	Microeconomy	3	ENG022
	CLT201	Cultural Studies I	3	
	MIS201	Introduction to MIS	3	ENG022
	MKT301	Marketing Management	3	MGT201, MKT201
		<b>Total</b>	<b>15</b>	
<b>SPRING</b>	BUS202	Macroeconomy	3	MTH200
	ENG308	Business Communication	3	ENG202
	MGT302	Managerial Finance	3	ACC202
	MIS304	Applied Management Science	3	MTH200
	CLT202	Cultural Studies II	3	CLT201
		<b>Total</b>	<b>15</b>	
<b>SUM</b>		Elective	3	
		Free Elective	3	
		<b>Total</b>	<b>6</b>	
<b>Senior</b>				
<b>Semester</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Prerequisite</b>
<b>FALL</b>		Elective	3	
	MIS302	Research Methods	3	MTH210
	MKT304	Sales Management	3	MKT201, ENG201
	MKT401	Consumer Behavior	3	MKT201 & ENG202
	MKT402	Brand Building	3	MKT201 & ENG202
		<b>Total</b>	<b>15</b>	
<b>SPRING</b>	MGT405	International Business	3	MKT201 & ENG202
	MKT305	E-Marketing	3	MKT201, MIS201
	MKT406	Cases in Marketing	3	MKT402 & ENG202
	MKT499	Marketing Senior Project	3	MKT402
		<b>Total</b>	<b>12</b>	
<b>Major Total</b>			<b>98</b>	